

The Growth Phase

Restore Strengthen Glow

Your Lash and Brow Rehab

Welcome to your lash and brow restoration journey. Whether you're recovering from damage, overuse of improperly applied extensions, or simply want to give your natural beauty a boost—this program is for you.

Transform Your Lashes & Brows with Expert Care!

Our Lash & Brow Rehab is designed to give you the long, lush lashes and beautiful brows you've always wanted. With personalized care from a certified lash specialist, Stephanie Chapman, this program includes tailored treatments and essential products to nourish and rejuvenate your lashes.

The Foundation of Healthy Lashes – Nutrition 101

Welcome to the first step in your Lash & Brow Rehab journey! To support your lashes and achieve long-lasting results, proper nutrition is key. Let's start by focusing on the building blocks your lashes need to grow strong and healthy.

Lash-Boosting Nutrients:

1. **Biotin (Vitamin B7):** Often called the "hair vitamin," biotin helps strengthen keratin (the protein that makes up your lashes, brows, hair, and nails).
2. **Vitamin B Complex:** Supports healthy blood flow and energy to the hair follicles, encouraging consistent growth.
3. **Vitamin D:** Low levels have been linked to hair thinning; helps stimulate new follicles.
4. **Vitamin C:** Important for collagen production, which supports strong follicle structures.

5. **Vitamin E:** A powerful antioxidant that helps protect follicles from damage and supports circulation.
6. **Iron:** Essential for carrying oxygen to hair follicles; low iron is a common cause of thinning hair, especially in women.
7. **Zinc:** Supports tissue growth and repair, helping follicles work properly.
8. **Omega-3 Fatty Acids (fish oil or flaxseed):** Help nourish follicles, reduce inflammation, and keep hair healthy and shiny.
9. **Collagen Supplements:** Can help strengthen the structure that supports lashes and brows, reducing brittleness. We love Imbibe Collagen Powder available at imbibeliving.com

Supplements & Lifestyle Support

A good quality hair, skin & nail supplement can combine many of these nutrients in safe amounts.

Protein intake is vital—lashes and brows are made of protein! Aim for enough in your daily diet.

Staying hydrated and eating a balanced diet with whole foods will always be the foundation of lash and brow health.

Important Reminder

Everyone's body is different, and deficiencies vary. Supplements should be tailored to your individual needs.

Always consult with your doctor before starting new supplements.

If you suspect a deficiency, ask your GP about a blood test to check your vitamin and mineral levels.

Supplements work best alongside professional treatments and consistent lash & brow care.

Bonus Tip: Hydration is crucial! Drink plenty of water (aim for 8 glasses a day) to keep your lashes and skin hydrated and nourished from the inside out.

Lashes & Brows Through Perimenopause and Menopause

As women move through perimenopause and menopause, hormonal changes affect every part of the body—including our lashes and brows. This stage of

life is completely natural, but it often comes with visible changes that can feel frustrating or even a little confronting.

What Happens to Your Lashes & Brows

Hormone Decline: Estrogen and progesterone levels drop, which can slow down hair growth and shorten the lash/brow growth cycle.

Thinning & Shedding: Many women notice lashes and brows becoming finer, more sparse, or shedding more quickly.

Texture Changes: Hair may become more brittle or fragile, leading to breakage.

Slower Regrowth: New hairs may take longer to come through, making brows and lashes appear patchy or uneven.

Overall Loss of Density: This is why many women feel their brows and lashes just aren't what they used to be.

The Good News

You're not alone—and these changes are manageable. With the right knowledge and treatments, lashes and brows can absolutely regain strength, density, and a healthy appearance.

How Stephanie Can Help

At The Ink and Lash Clinic, I (Stephanie Chapman) specialise in understanding the effects of hormonal changes on lash and brow health. Through The Growth Phase Program and personalised solutions, I help women:

Support their natural lash and brow growth cycles

Protect against thinning and breakage

Restore a fuller, more youthful look

Rebuild confidence during and after hormonal changes

Medications & Their Impact on Lash & Brow Growth

It's not just hormones that can affect your lashes and brows—certain medications can also play a role in how full, strong, or healthy they look. Because lashes and brows are part of your hair growth cycle, anything that changes the way your body functions can also influence them.

How Medications Can Affect the Growth Cycle

Slowing Growth: Some medications shorten or disrupt the natural lash and brow cycle, meaning hairs don't grow as long before shedding.

Thinning or Patchiness: Medications can sometimes trigger temporary thinning or uneven growth.

Texture Changes: You may notice lashes or brows becoming finer, drier, or more fragile.

Shedding: In some cases, shedding increases, which can make brows and lashes look sparse.

Common Types of Medications That May Contribute

Hormonal treatments (e.g., contraceptives, hormone replacement therapy)

Thyroid medications

Certain antidepressants or anti-anxiety medications

Chemotherapy or other cancer treatments

Blood pressure medications (including beta blockers)

Acne or skin treatments (such as retinoids)

(Please note this is a general guide and not an exhaustive list.)

Important to Remember

We are not medical professionals. Everyone responds differently to medication, and not all medications will cause lash or brow changes. If you're concerned, it's important to:

Speak with your doctor before making any changes.

Never stop taking prescribed medication without medical advice.

Share your concerns with your healthcare provider—they may have solutions to help.

The Good News

Even if your lashes or brows have thinned due to medication, there are safe, effective ways to support their recovery. Through The Growth Phase Program, I (Stephanie Chapman) can help you nurture and strengthen your lashes and brows so you can feel confident and restored.

Stress and Lashes – How Stress Affects Lash Health

Did you know that stress is a major factor in hair thinning and lash loss? When you're stressed, your body releases **cortisol**, which can disrupt hair growth cycles and lead to weaker lashes. Let's explore how to manage stress and protect your lashes.

How Stress Affects Lashes:

Telogen Effluvium: Stress can push hair follicles into the resting phase (telogen), causing lashes to shed prematurely.

Weak Growth: Chronic stress can slow the growth cycle, preventing lashes from reaching their full potential.

How to Manage Stress:

Meditation & Mindfulness: Dedicate 10-15 minutes a day to meditation, deep breathing, or mindfulness practices. These help lower cortisol levels and promote relaxation.

Exercise: Physical activity releases endorphins, which combat stress and improve circulation to nourish your lash follicles.

Sleep: Aim for 7-9 hours of restful sleep per night. Sleep helps reduce cortisol levels and ensures your body has time to repair and regenerate.

Supplements for Stress Relief:

- **Ashwagandha:** An adaptogen that helps the body manage stress, reduce cortisol, and promote overall well-being.

- **Magnesium:** This mineral is great for relaxation and muscle tension. Try a magnesium supplement before bed to improve sleep quality.

Remember, keeping your mind and body relaxed is just as important as nourishing your lashes with nutrients. In our next email, we'll talk about the impact of skincare products on your lashes.

Stay calm and lash on!

Lash Care Products – Choose Wisely for Lash Health

How to Protect Your Lashes from Harmful Skincare Products. We're here with another important step on your Lash & Brow Rehab journey: making sure your skincare routine is supporting—not harming—your lashes. Certain skincare ingredients can irritate the delicate skin around your eyes and affect lash growth. Let's look at which ingredients to avoid and which ones to use.

What to Avoid:

1. **Alcohol-Based Makeup Removers:**
 - Alcohol dries out the skin and lashes, causing brittleness and breakage. Look for **alcohol-free** removers that are gentle yet effective.
 - Avoid harsh products like makeup wipes, which can pull and tug at your lashes.
2. **Exfoliants & Harsh Scrubs:**
 - Exfoliating scrubs can irritate the skin around your eyes, weakening your lashes over time. Stick to **gentle exfoliators** or use a soft washcloth to remove dead skin cells.
3. **Retinol:**
 - While retinol is fantastic for skin, it can be too harsh on the delicate skin around the eyes, leading to dryness and irritation that could affect lash health.

Best Lash-Friendly Skincare:

1. **Gentle Cleansers:**
 - Opt for a **cream or oil-based cleanser** that gently removes makeup without drying out your skin or lashes. Look for options that are formulated for sensitive skin.
2. **Lash Serums:**
 - Choose a lash serum with proven ingredients like biotin, peptides, or castor oil. Be sure to follow the manufacturer's instructions carefully for best results.
3. **Avoid Rubbing or Pulling:**
 - Always be gentle when removing makeup. Never tug or rub your lashes, as this can cause breakage.

Common Lash Care Mistakes – Don't Let These Harm Your Lashes

Are You Making These Common Lash Care Mistakes? Let's talk about some common mistakes that could be sabotaging your lash growth. Many people unknowingly damage their lashes with everyday habits. Here's a deeper look at what you should avoid and how to correct these mistakes.

Mistake #1: Over-Cleaning or Under-Cleaning Your Lashes

- **Over-cleaning** can strip lashes of their natural oils, which keeps them hydrated and flexible.
- **Under-cleaning** leads to makeup buildup, which can clog follicles and cause irritation, preventing lashes from growing properly.

Solution: Clean your lashes gently every day with a mild, hydrating cleanser. We recommend using a **lash-friendly** cleansing solution that's designed specifically for eyelash extensions or natural lashes.

Mistake #2: Sleeping on Your Face

- Pressing your face into a pillow causes friction, which can weaken lashes, especially if you sleep on your side or stomach.

Solution: Sleep on your back to minimize lash pressure. If you sleep on your side, consider switching to a **silk pillowcase**. Silk is gentler on your skin and lashes, reducing friction and the risk of breakage.

Mistake #3: Using Old Mascara

- Old mascara is a breeding ground for bacteria, and the product's effectiveness decreases over time. It can cause clumping, breakage, and eye irritation.

Solution: Toss your mascara every **3-6 months** and always use a clean mascara wand to avoid contamination. Choose **lash-friendly formulas** that are nourishing and gentle on your lashes.

Bonus Tip: Don't Overuse Lash Curlers

- Curling your lashes too often or aggressively can weaken the lash fibers and cause them to snap. Always use a **soft, heated curler** to avoid excessive pressure.

A Final Word from Lash and Brow Specialist Stephanie Chapman

As a specialist with over 12 years in this industry, I've seen firsthand how overlooked natural lash and brow health can be. For too long, the focus has been on fast results and cosmetic perfection—often at the expense of our own biology, balance, and confidence.

The Growth Phase was born out of my desire to change that. To slow things down. To honour the natural lash cycle. To give women a space to heal what's been damaged, and to empower them with the knowledge and tools they were never given.

Your lashes and brows aren't just about beauty—they're about self-care, boundaries, and how you show up in the world. You deserve to feel proud of your natural features, supported by products and professionals who value your long-term wellbeing, not just short-term results.

Whether you choose to return to lash extensions or continue embracing your natural growth, remember this: **you don't need to compromise health to feel beautiful.**

Thank you for trusting me, your lashes, and your journey with The Growth Phase. I am honoured to have been part of it.

With love and lash care,

Stephanie Chapman

Lash & Brow Specialist

Founder – The Ink and Lash Clinic



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