



BELLA LASH

ANNUAL REPORT

2021



A MESSAGE FROM CEO, ZACH CHIPMAN

What a year! I can honestly say that this has been the most challenging years in business that we have ever had. I'm sure that you can all relate as well. I would have never imagined the broad sweeping repercussions of Covid-19 and that we would still be dealing with all of this. I think for me, the underlying theme of 2021 was perseverance. We all had to put our heads down and get to work to keep up with the extreme whip lash of the pandemic.

Supply chain has been, and still is the most challenging aspect of our business. We have recruited some amazing people to help us with this. Hopefully you have noticed the great improvements that we have made this year. We have seen stock outs as high as 300 skus, but are now consistently below 20 most of the time. The goal is to have 0 stock outs, and we are working aggressively towards this.

Some of the more interesting things that we have seen this year are that pre-made fans continue to grow as a category. Most people are now using pre-made fans! I think it's a combination of better products/ technology in pre-made fans and the drastic time savings that you get as a lash artist that are propelling this. The time saved by these lashes is a very positive improvement for our industry.

The industry has continued to grow despite continued lockdowns and covid restrictions. Lashes remain one of the most important pieces in the beauty routine. Waking up, feeling your best is such a critical part of what we do for our clients. This growth during a pandemic is a testament to the power of semi-permanent lashes.

Haley and I continue to focus on faster and better ways to get lashes on more people. We are heavily investing in better products and technology to do this. We have great things planned for 2022 and cannot wait to share a whole new way to lash with the world soon!

Zach Chipman

Co-Founder & CEO, Bella Lash

KEY TAKEAWAYS FROM 2021

- Pre-made & Crystallized Fans continue to dominate the lash category. We believe this is due to the faster lash time & improvement of product quality.
- More Lash Artists adopted Pre-made Fans in 2021 vs. 2020.
- More Lash Artists are continuing to lash from their homes.
- Brow Lamination is the fastest growing new service from last year.
- Lash Artists on average are seeing more clients in a day in 2021 vs. 2020.
- Retention still remains one of the biggest client challenges Lash Artists are having to overcome.
- Most Lash Artists have gained clients in 2021 despite an ongoing pandemic.
- Of the clients Lash Artists lost in 2021 the largest reason as to why was financial strains.

TABLE OF CONTENTS

SECTION 1	-	<i>The Lash Industry</i>	6
SECTION 2	-	<i>Bella Lash</i>	8
SECTION 3	-	<i>The Lash Artist</i>	11
SECTION 4	-	<i>The Client</i>	16
SECTION 5	-	<i>Covid-19</i>	18

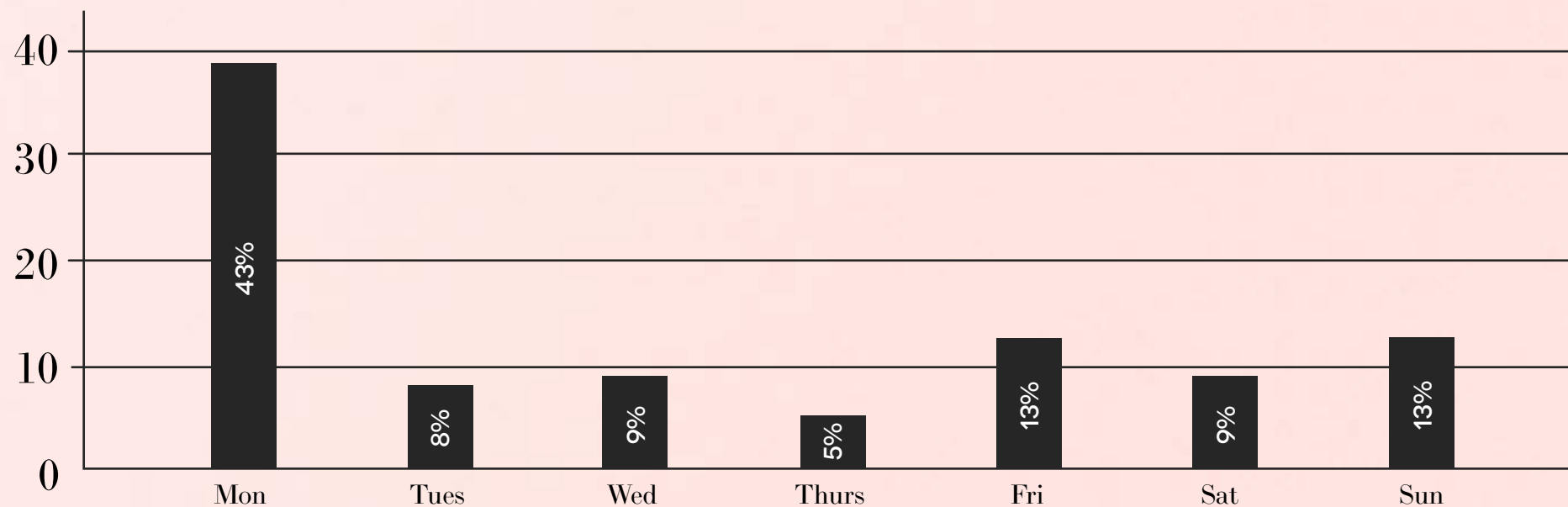
SECTION 1: THE LASH INDUSTRY



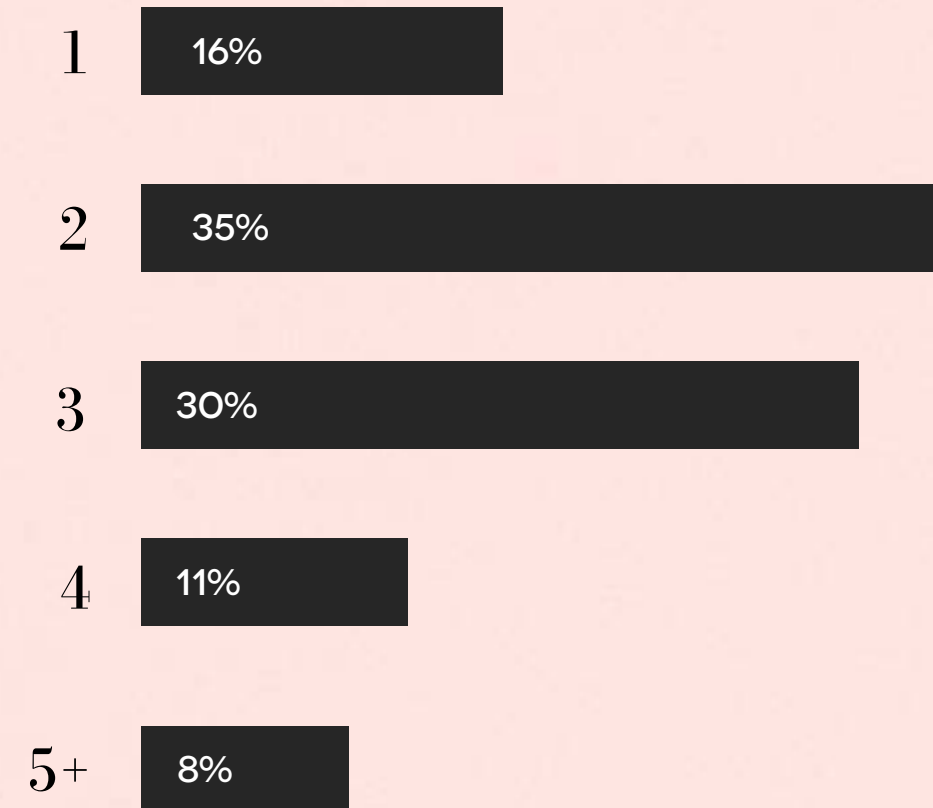
ARE THERE CERTAIN PRODUCTS THAT SEEM TO BE OUT OF STOCK ON A CONSISTENT BASIS INDUSTRY WIDE?

40% of surveyors said **PREMADE FANS**
31% of surveyors said **AFTERCARE PRODUCTS**
29% of surveyors said **SPECIALTY LASHES**
29% of surveyors said **ADHESIVES**
15% of surveyors said **GEL PATCHES**
14% of surveyors said **OTHER**

WHAT DAY OF THE WEEK DO YOU PREFER TO PURCHASE YOUR LASH SUPPLIES?



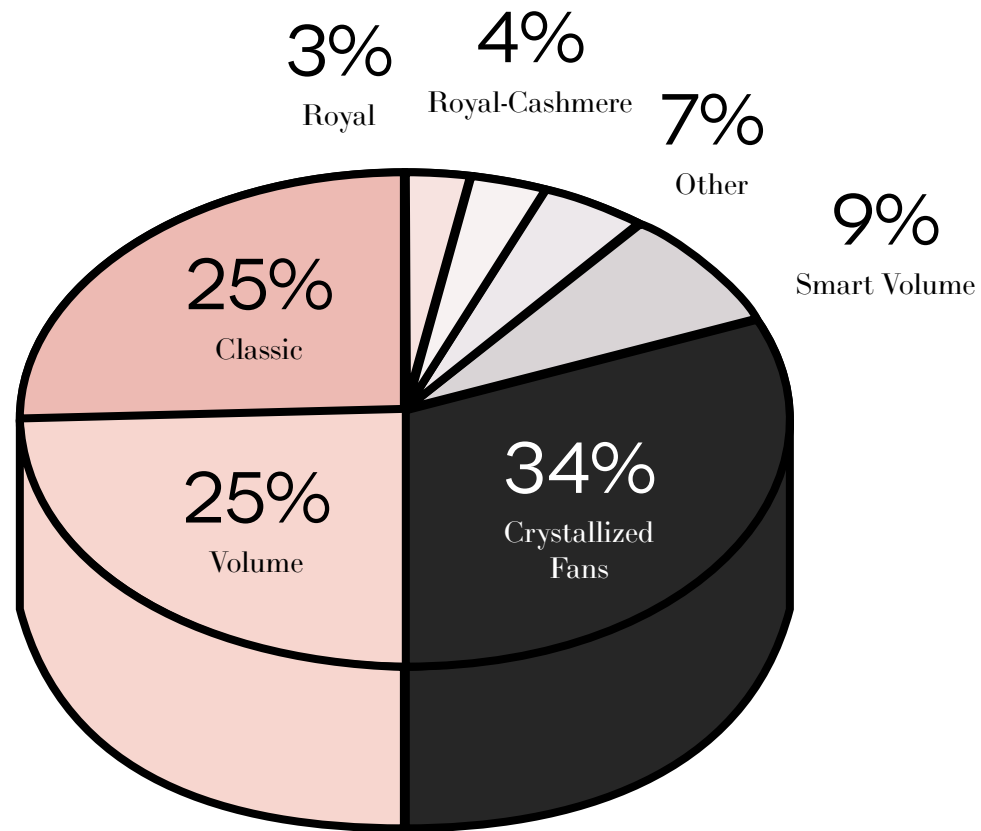
ON AVERAGE, HOW MANY EYELASH VENDORS DO YOU PURCHASE FROM?



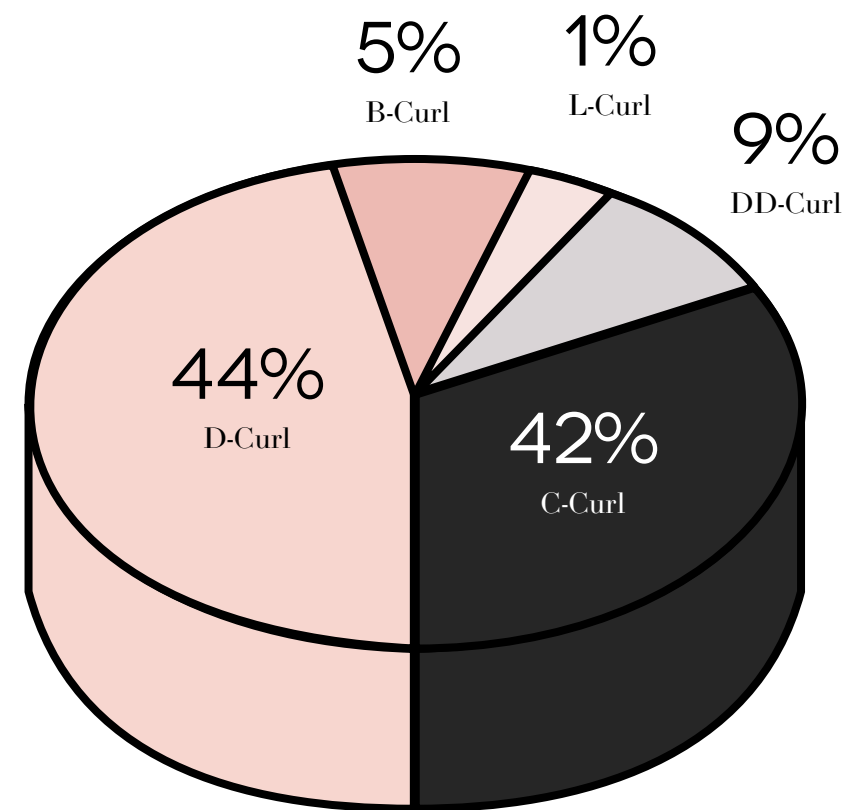
SECTION 2:
BELLA LASH



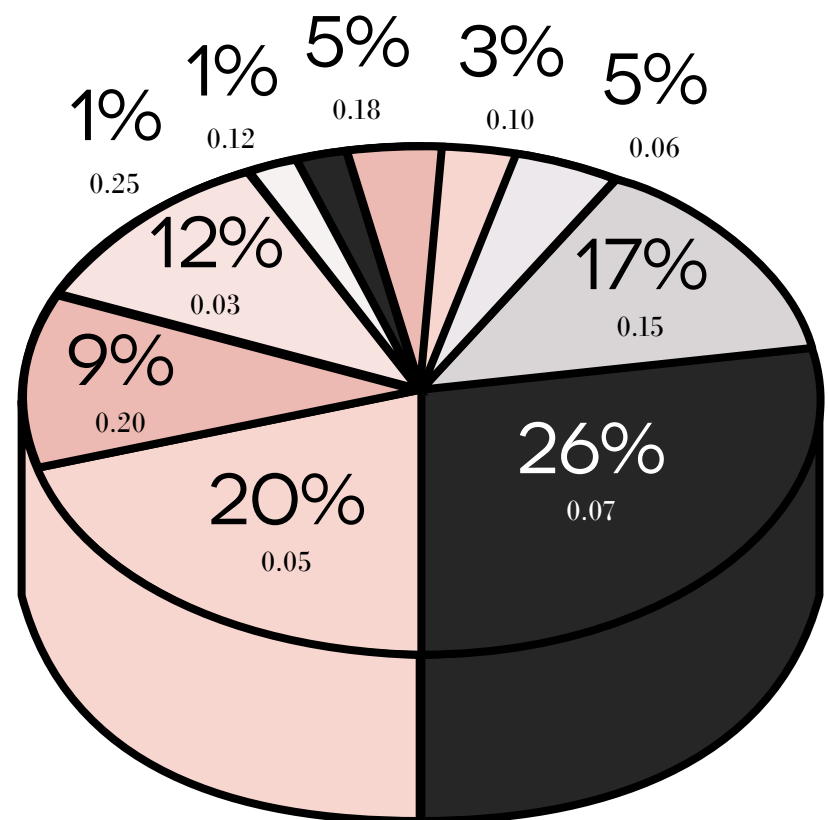
LASH TRAYS SOLD BY TYPE



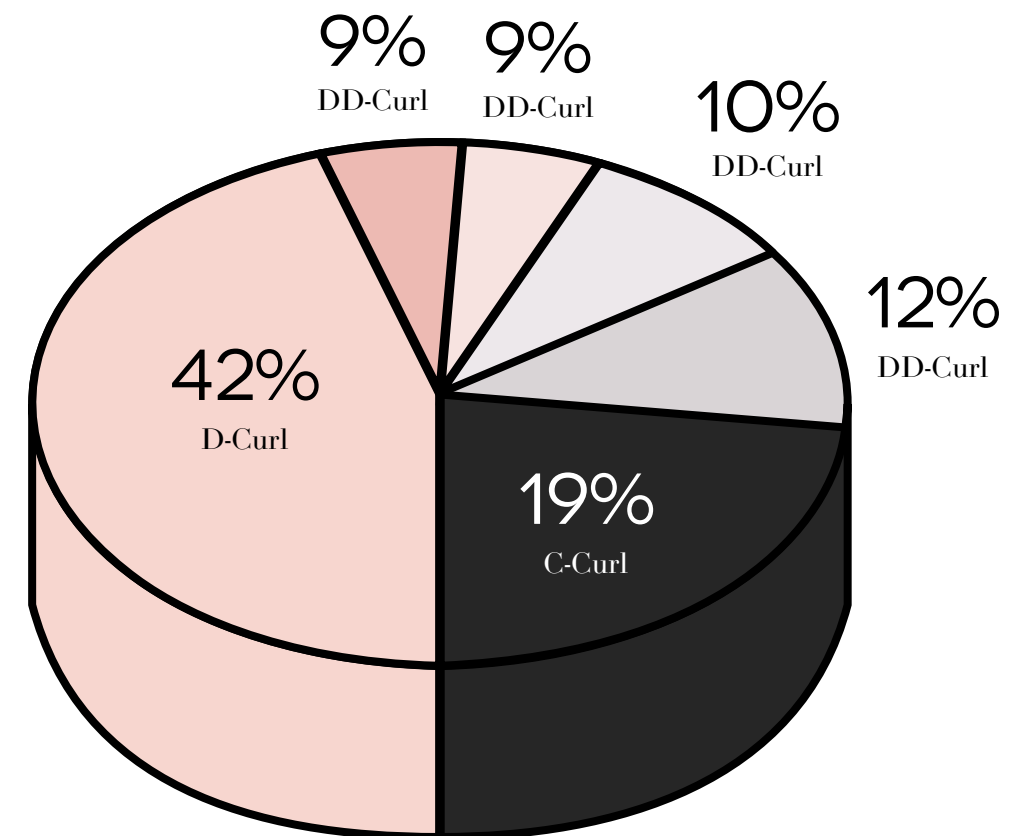
LASH TRAYS SOLD BY CURL



LASH TRAYS SOLD BY DIAMETER



LASH TRAYS SOLD BY LENGTH



BELLA LASH 2021 NEW PRODUCT DROPS



Onyx Adhesive



Bella Wellness



Precision by Haley



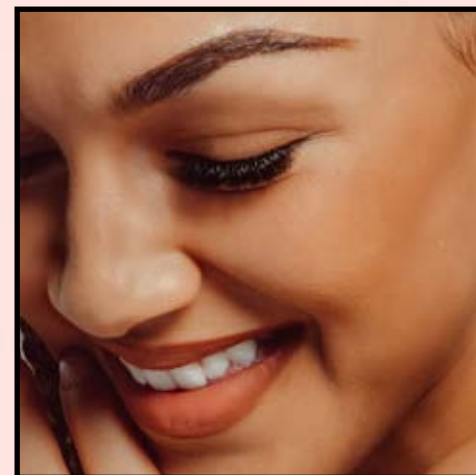
200 Collection



500 Collection



Hydrogel Relaunch



Mega Volume
Course

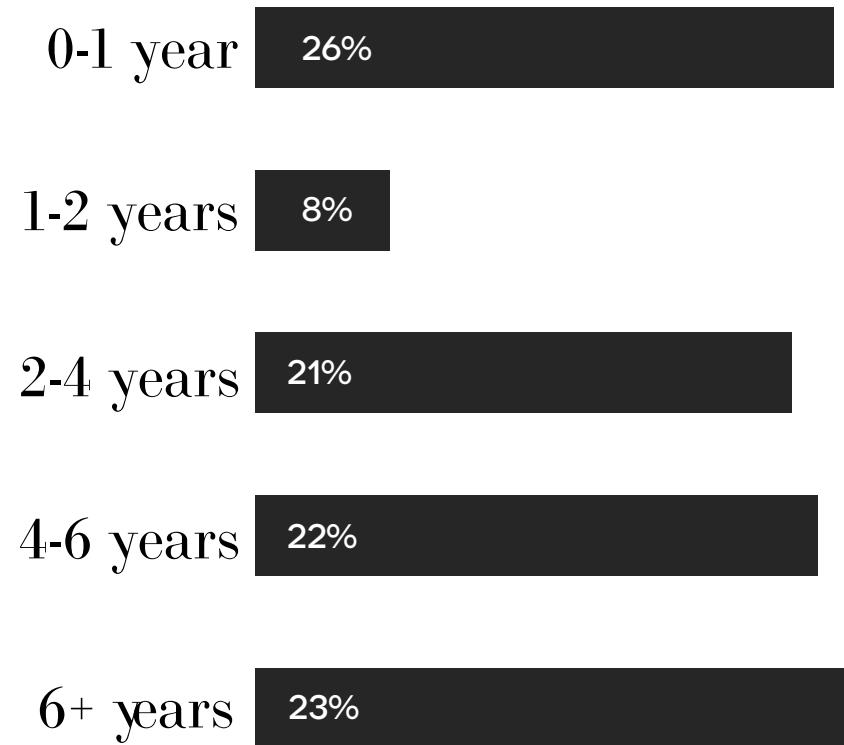


Brow Lamination
Course

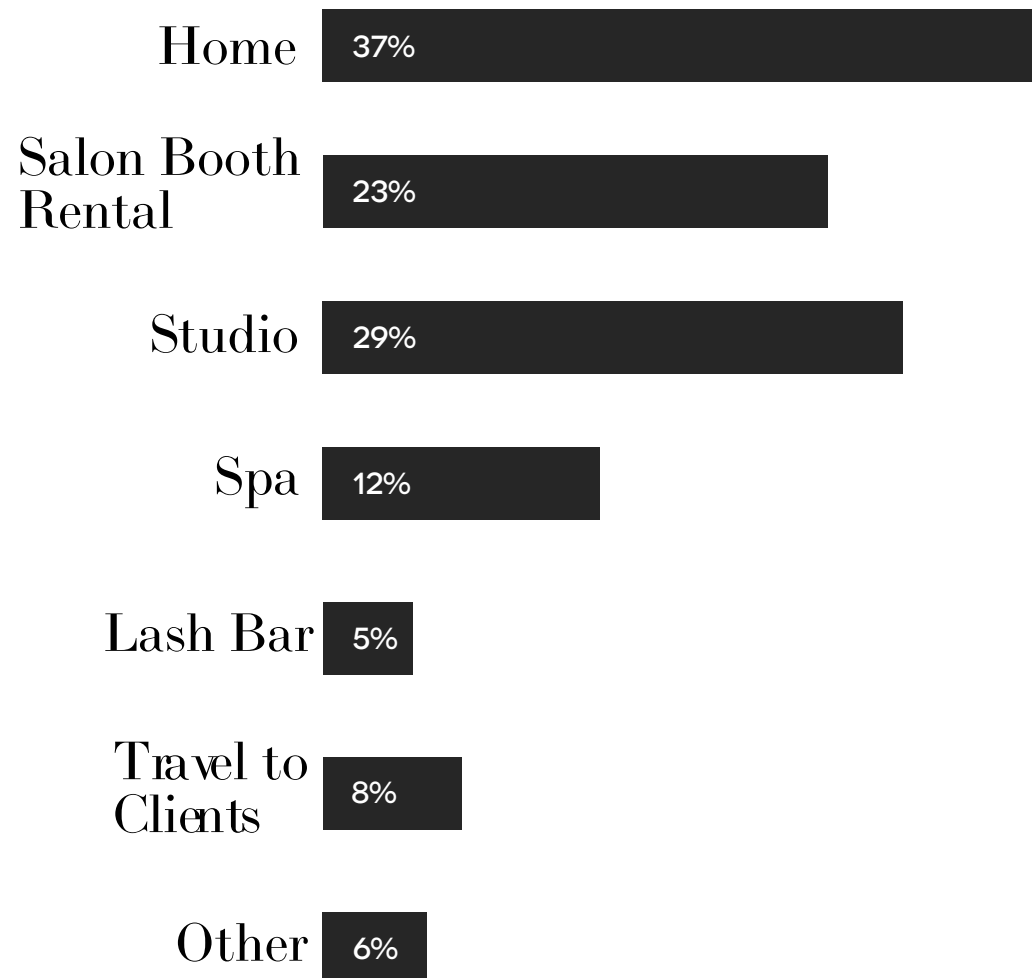
SECTION 3: THE LASH ARTIST



HOW LONG HAVE YOU BEEN LASHING?



WHERE DO YOU LASH?



WHAT SERVICES OTHER THAN LASH EXTENSIONS DO YOU OFFER?



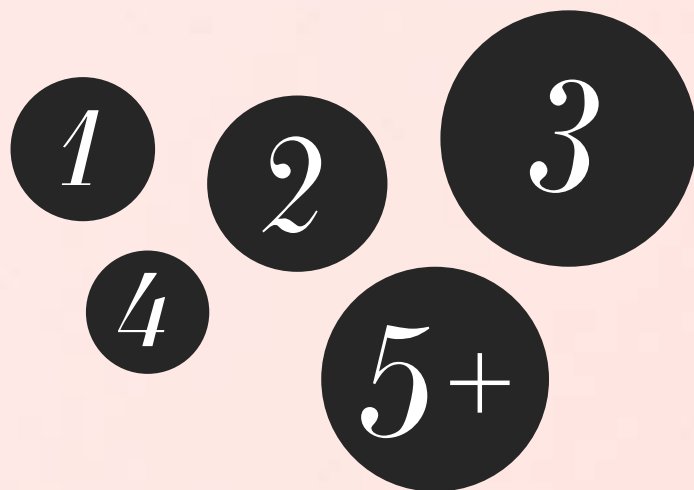
ON AVERAGE, HOW MUCH DO YOU CHARGE FOR A FULL SET OF LASHES?

\$150

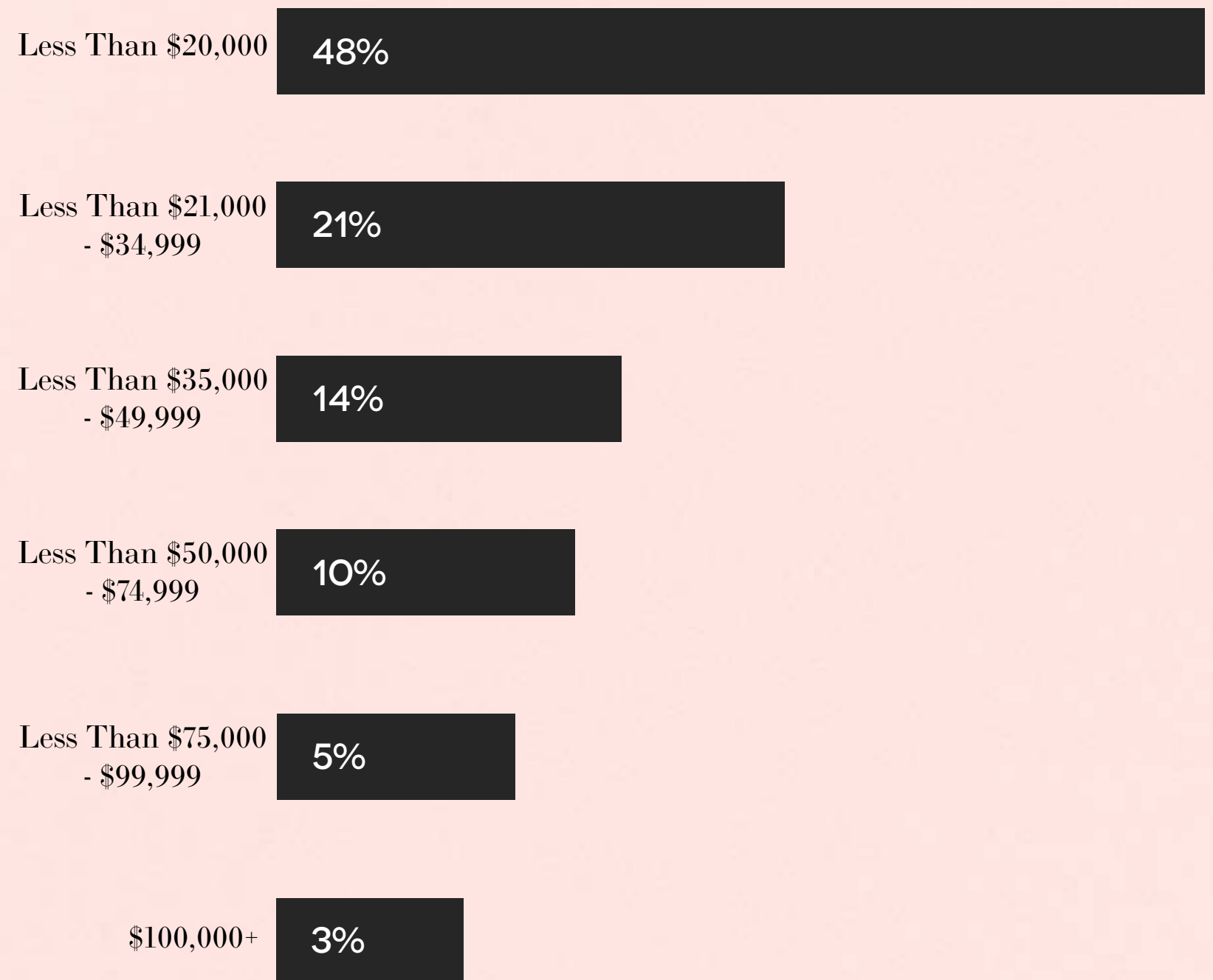
ON AVERAGE, HOW MUCH DO YOU CHARGE FOR A FILL?

\$65

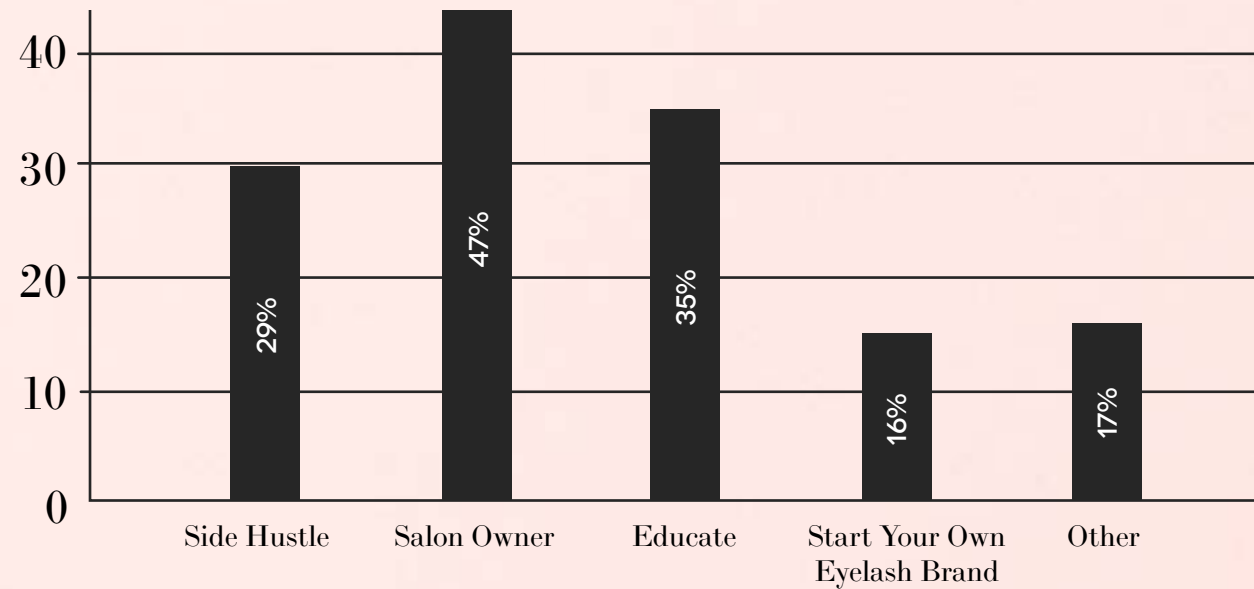
HOW MANY LASH CLIENTS DO YOU SEE IN A TYPICAL DAY?



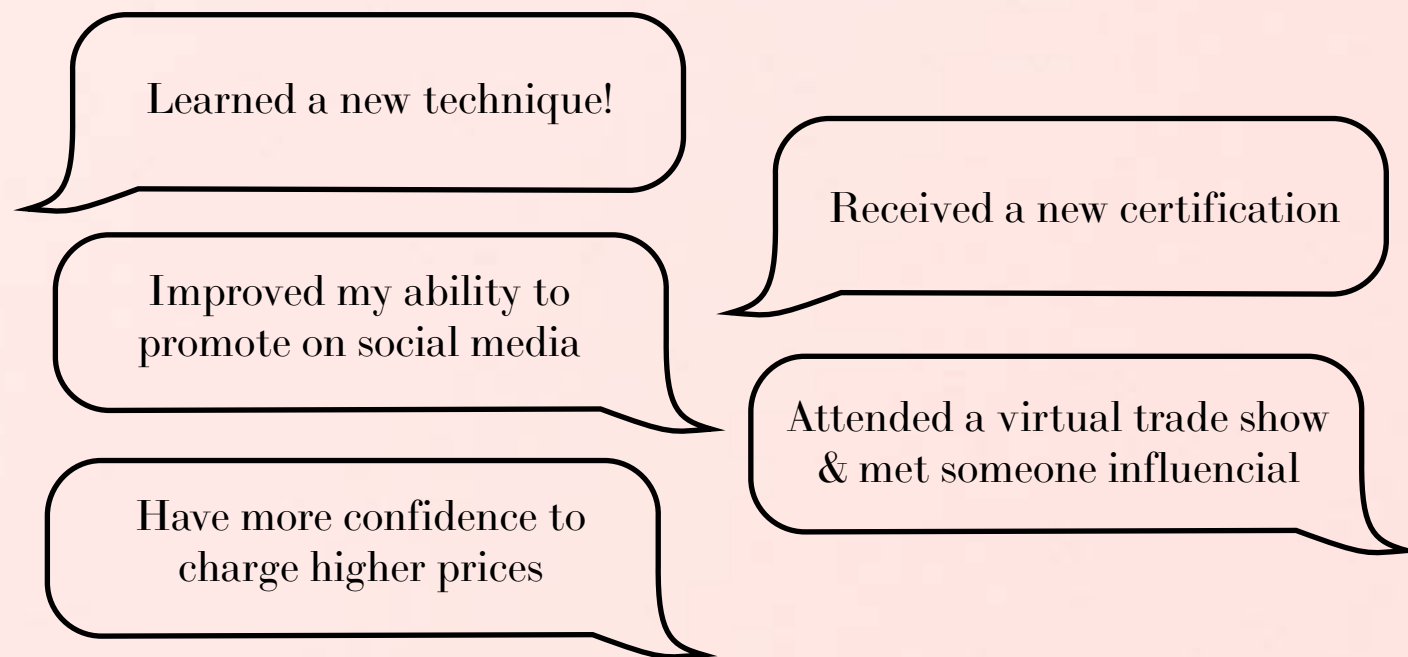
ON AVERAGE, HOW MUCH DO YOU EARN PER YEAR ON LASHING?



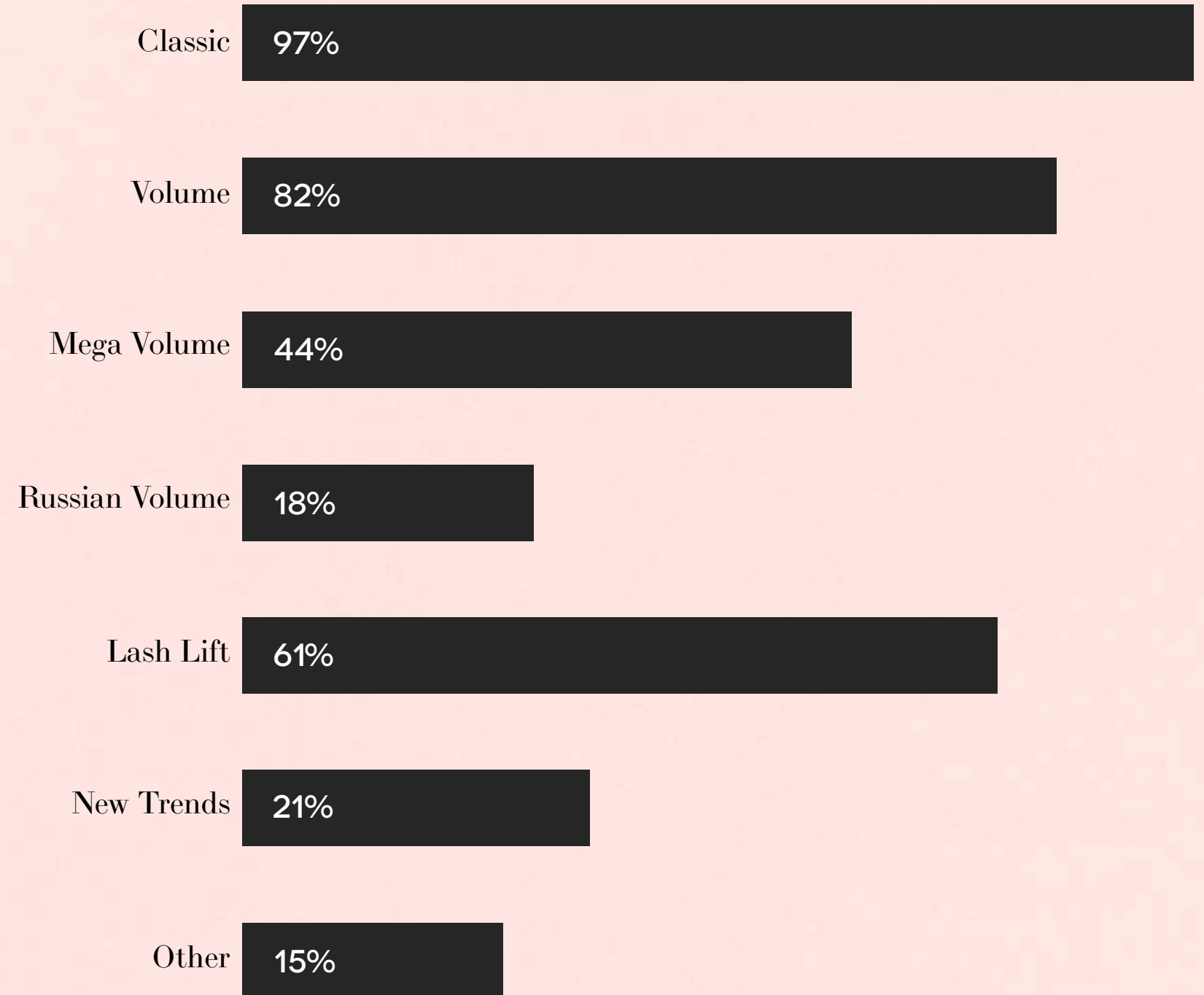
WHAT IS YOUR ULTIMATE GOAL WITH YOUR BUSINESS?



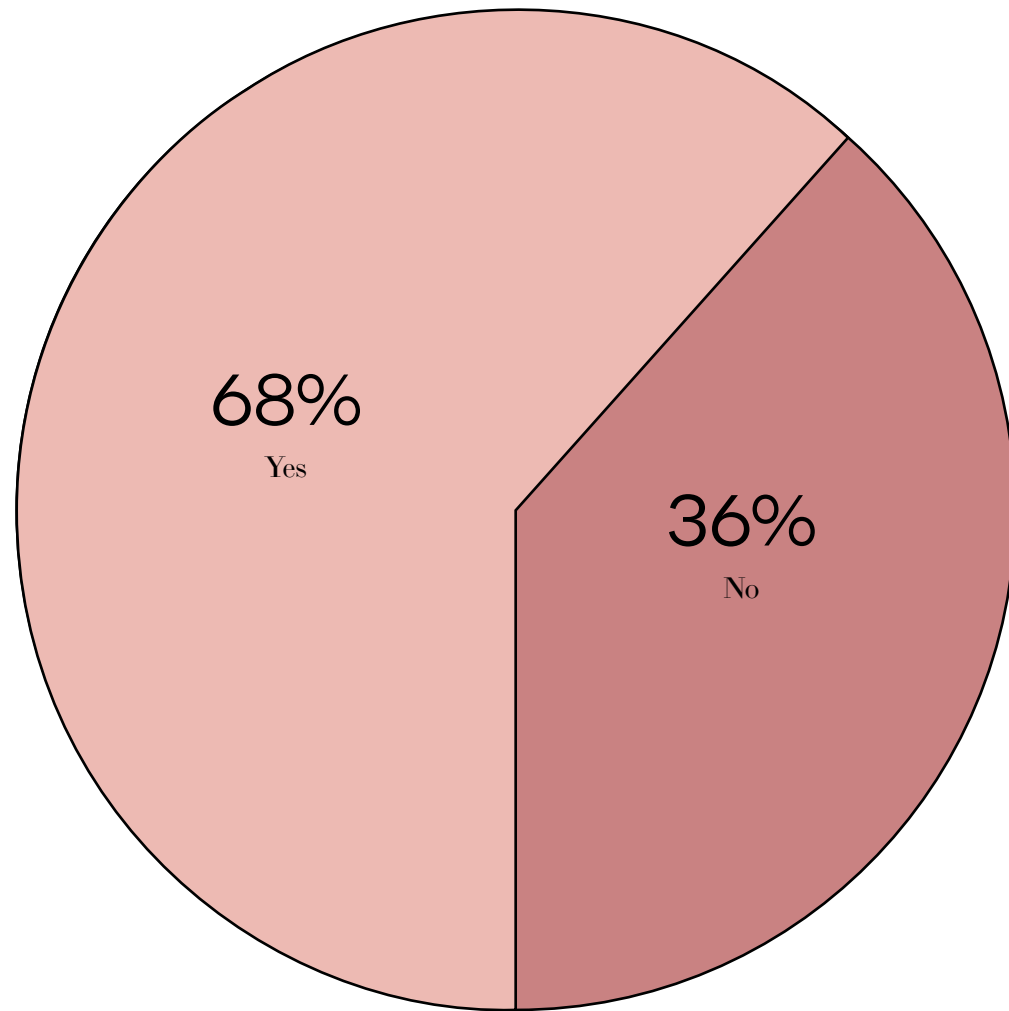
WHAT THINGS HAVE YOU DONE THIS YEAR THAT HELPED YOUR BUSINESS?



WHICH LASH SERVICES DO YOU OFFER?

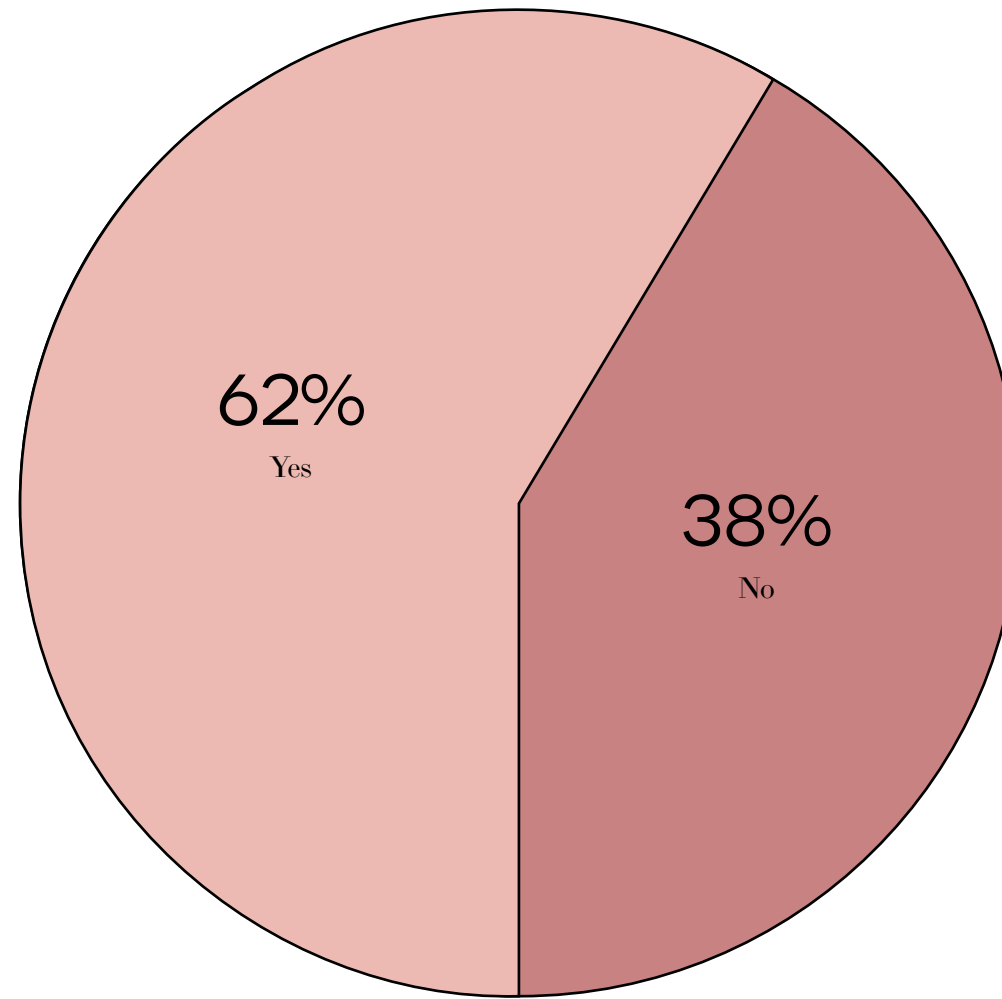


DO YOU USE PREMADE FANS WHEN YOU LASH?

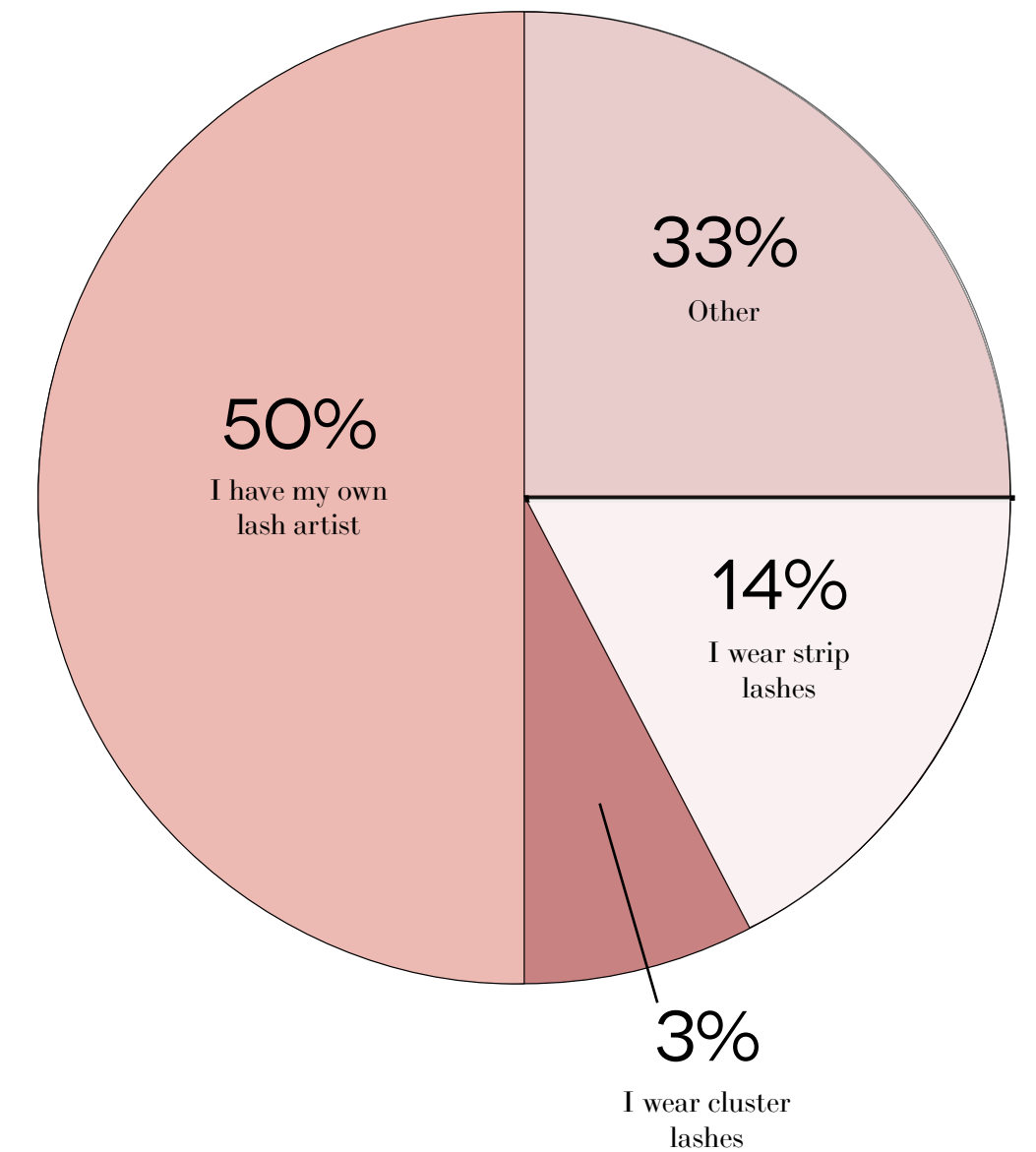


Versus last year (2020) 45% said they use Premade Fans and 55% said they do not.

HAVE YOU TRIED ANY NEW TECHNIQUES THIS YEAR?



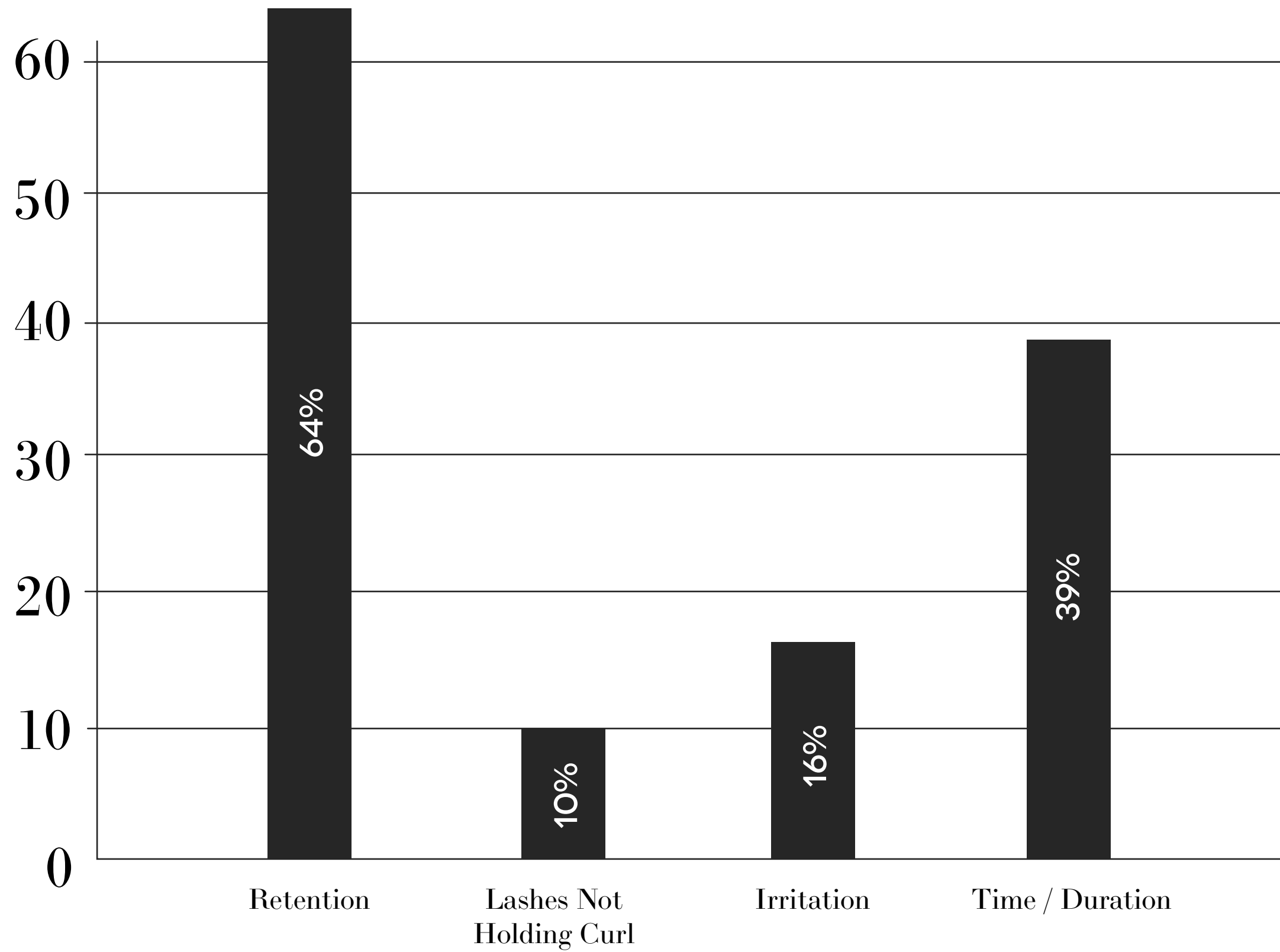
WHAT DO YOU USE FOR YOUR OWN LASHES?



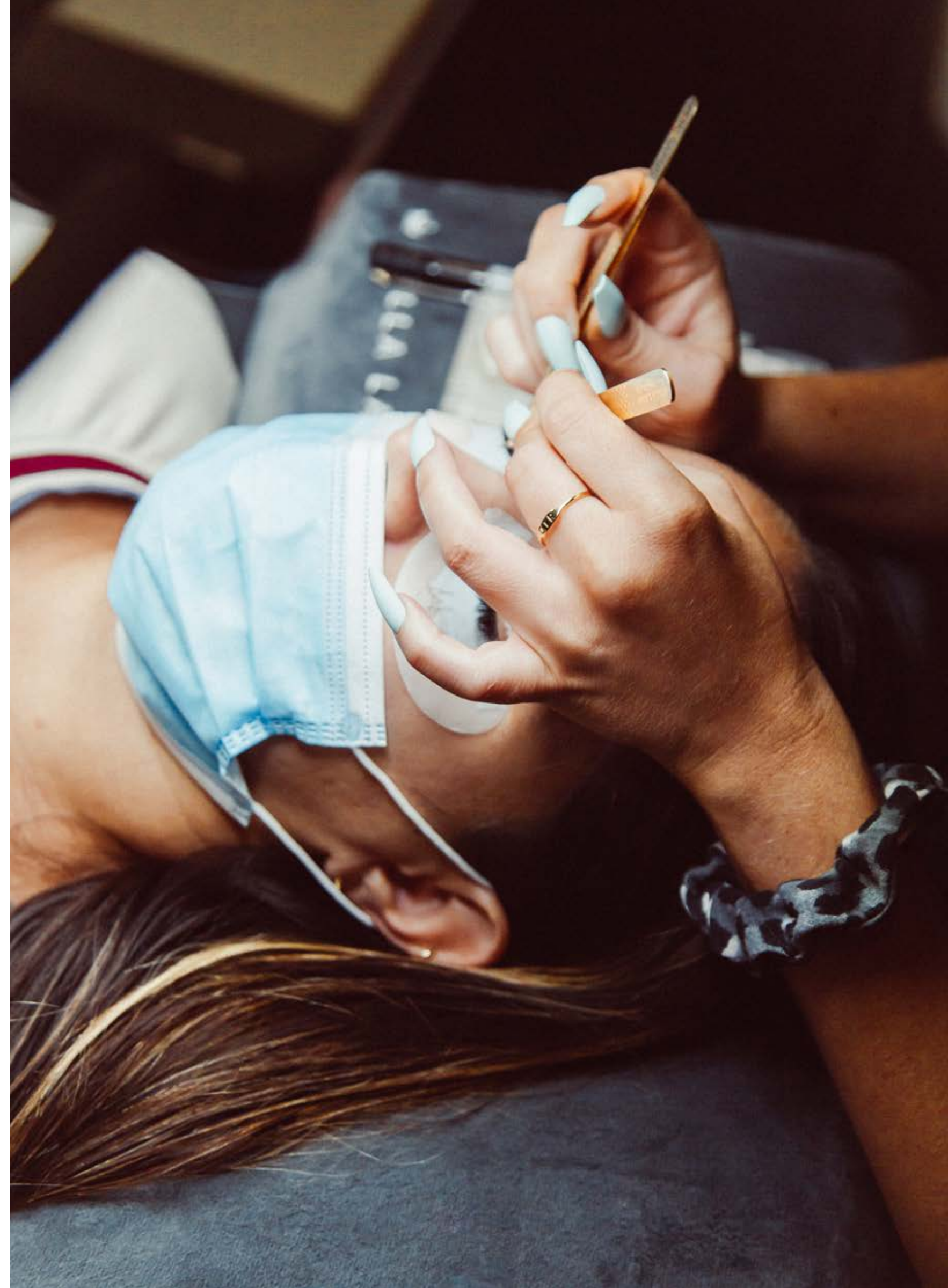
SECTION 4: THE CLIENT



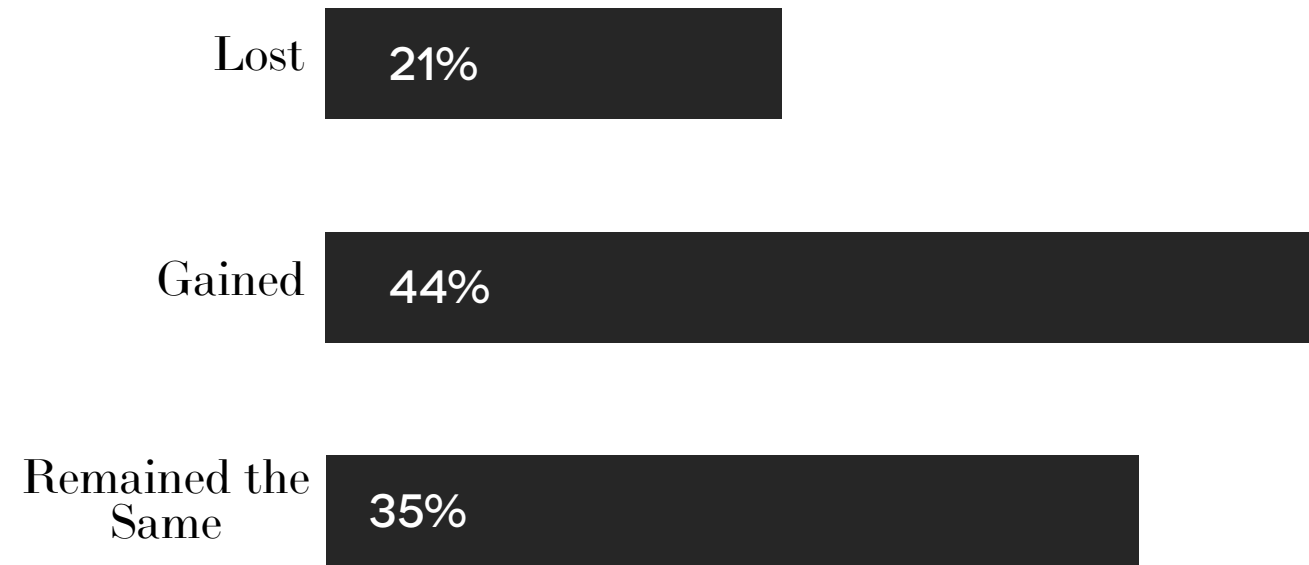
WHAT IS THE MAIN ISSUE THAT YOU HEAR ABOUT FROM YOUR CLIENTS?



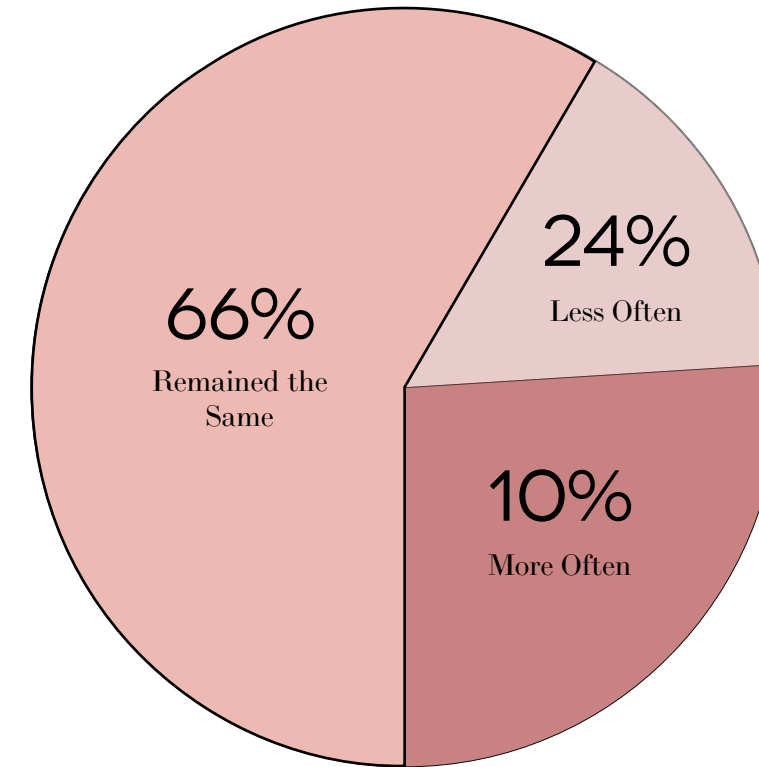
SECTION 5:
COVID-19



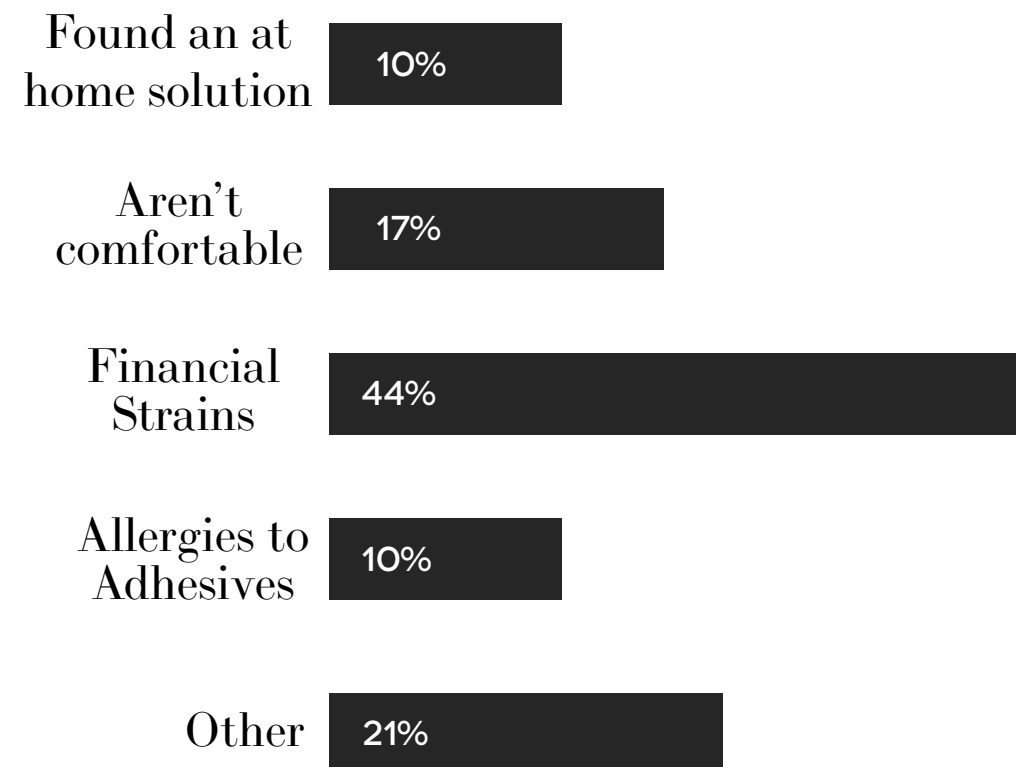
HAVE YOU LOST CLIENTS, GAINED OR RETAINED ALL OF YOUR CLIENTS POST PANDEMIC?



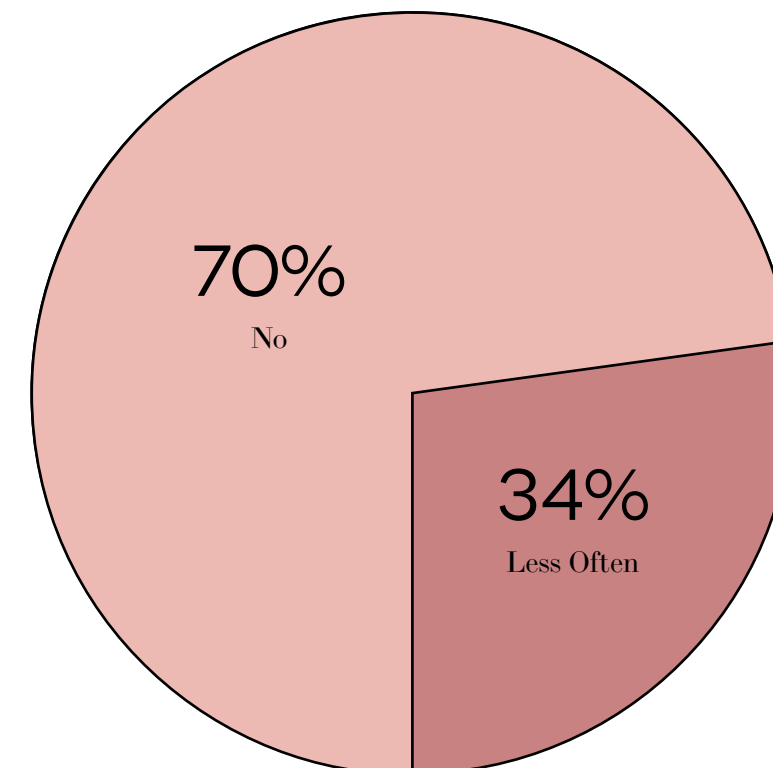
SINCE THE BEGINNING OF COVID-19, DO YOUR CLIENTS COME IN AS OFTEN?



IF YOU LOST CLIENTS, WHAT IS THEIR REASON FOR NOT RETURNING?



DO YOU HAVE LASH ARTIST FRIENDS THAT HAVE LEFT THE EYELASH BUSINESS BECAUSE OF COVID-19?





BELLA LASH

[@BELLALASH](#)

[BELLALASH.COM](#)

VINEYARD, UT