

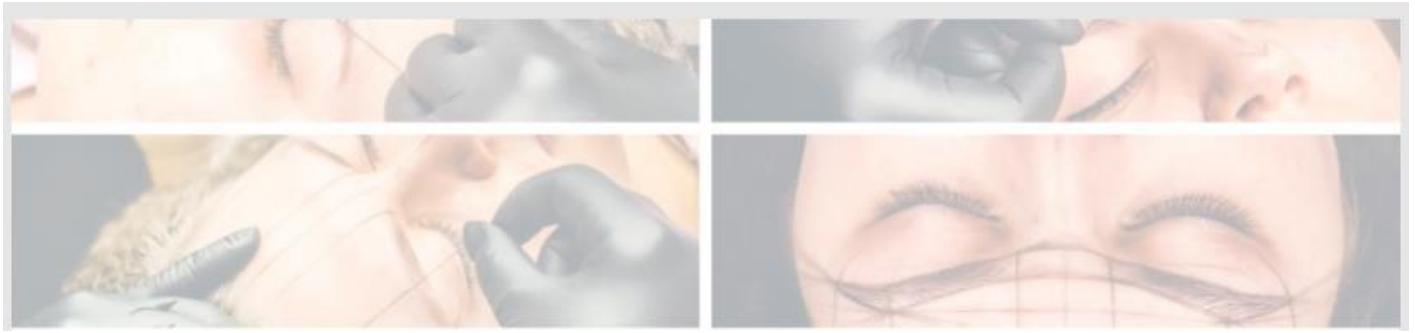
**Microblading, Shading
& Powder Brows**

hey babe! read this
before your appointment!

information



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hello darling!

Thank you so much for trusting me with your beautiful face! Prior to booking an appointment I ask that all clients read and review the information below in full to ensure they are properly informed about our policies, forms, frequently asked questions, and more.

It is a lot of information, but it's very important that each client understands everything prior to booking an appointment.

Please let me know if you have any questions or concerns about anything!

I look forward to seeing you soon :)

XOXO,

Alexia



Microblading, Blading with Shading, Microblading, Combo Brows, Powder Brows – What are they?

All of the techniques I offer are considered permanent makeup, or tattoos, to help make you look younger, more refreshed, and more put together with NO effort!

Specifically, all brow permanent makeup techniques involve the insertion of ink into the skin to create a natural looking eyebrow.

Because all procedures result in eyebrows that will be on your face for a while, it's important that you understand exactly how all this works so you can make the right decision.

I look forward to earning your trust, and this information packet is the first step!

three types of brow permanent makeup

Microblading



Powder Brows (fully machine shaded)

Combo Brows



CANDIDATES

Who is a good candidate?

The simple answer is, anyone that wants to have full, beautiful brows all day, every day!

That would include busy parents or business people who don't have much time to apply brow make up, active people who don't want to worry about sweating off makeup while working out or swimming, or any person who struggles with getting that perfect shape that the celebrities and YouTube makeup artists always seem to have.

Other clients include Cancer survivors, those suffering from scarring, Trichotillomania, Alopecia, or other diseases and disorders that have led to natural hair loss.

CANDIDATES

Who may NOT be a candidate?

Taking blood thinners

Skin irritations near the area such as
sunburn or Psoriasis

Taking sun sensitizing medications (including but not limited to Retinol/Retin-a/vitamin A) – these need to be stopped at least 2 weeks before the appointment)

Botox within last 2 weeks Accutane within last year

History of keloid scarring Auto-immune deficiencies

People suffering from severe acne

Pregnant women

Nursing women should discuss with their doctor

People with conditions that cause them
to bleed very easily

People with prior permanent makeup may not be good candidates for Mircoblading. This is determined by consultation.

**If you are dealing with any of the things on this list,
please call to discuss! 513-720-5955**

book an appointment

Once you have reviewed the information in this packet please ask me any questions you have.

Please message me as soon as you have read through this Information packet to complete your booking.

Also, your second session should be 6-8 weeks after your initial appointment. This appointment is \$175. We can book this at your initial appointment to ensure you get a date and time that works for you before my schedule fills up. If you do not come in within the 6-8 week time frame from your first appointment, you would need to then book a full price color-boost touch-up (this is what you would pay as your yearly color-boost touch-up).

Lastly, please do not book an appointment without a consultation if you have ever had prior permanent makeup before, no matter how long ago it was or how faded it looks to you. I cannot cover some of the eyebrow tattoos that I see, and I need to ensure you have the results you deserve. Thanks!

Please note that children are not allowed in the salon for safety reasons. Unfortunately, if you arrive to your appointment with children you will be asked to reschedule your appointment.

policies

Prior Permanent Makeup By Consult Only. Sometimes I cannot work over other artists' work. Please contact me to discuss BEFORE booking. If you have ever had permanent makeup before, you must let me know prior to booking so I can make sure it can be covered. Failure to do so may result in disappointment and loss of deposit (we are no longer requiring a deposit which means you would be charged the full amount for the missed service) if you arrive to your appointment and it cannot be covered.

Cancellation Policy

Please read this policy before booking an appointment to make sure you fully understand. While I am ever so grateful for my wonderful clients, timely and efficient service is necessary to provide outstanding customer service. If you fail to comply with these policies, I would be unable to service everyone in a fair and efficient way. Customer satisfaction is my highest priority, and these policies exist to give all clients the absolute best experience possible. I am very thankful for your business and welcome any inquiries about this policy!

We are no longer requiring a separate deposit for your Permanent Makeup appointment. For all permanent makeup appointments, if there is an emergency and you need to reschedule your appointment, I do allow you to reschedule once as long as it is at least 72 hours before your appointment time. If something comes up and you choose to cancel before the 72 hour mark without a reschedule, your card on file will be charged 50% of the service missed for the cancellation for a full brow appointment and \$100 flat fee for the 6-8 week second brow appointment. Should you fail to cancel or reschedule your appointment at least 72 hours before your appointment, your card on file will be charged for the full balance of your missed appointment cost.

No Call/No Shows will not be tolerated. If you do not call or do not show for your appointment, your card on file will be charged the full amount of the service you have missed plus a \$100 inconvenience fee.

policies (continued)

Tardiness

If you are over 15 minutes late to any appointment, you will be asked to reschedule and the same policies above will apply. This is because all clients receive thorough consultations and detailed, precise work. As a result, I will not rush your appointment or others. Therefore, if you are more than 15 minutes late for your appointment time, the appointment will be cancelled. You will be charged the full amount for the service missed. There will be no exceptions to this policy. By booking your appointment, you acknowledge that you have read, understand, and agree to the **Cancellation Policy**.



faq

Are you certified and licensed to operate?

Yes! I am a licensed and certified permanent makeup artist. I completed a hands-on apprenticeship and received certification from one or more permanent makeup artists and training academies, including the Brow Envy Training Program, Dayton Microblading/Studio Hue, Bowler Esthetis, and Tine Davies. I have extensive training and certification in Blood Borne Pathogens and first aid as well as CPR.

Do I need to shave or wax my brow hair?

No! We will shape your eyebrows as needed with threading, shaving and/or tweezing and choose a color pigment that blends seamlessly with your natural brows. If you have a lot of brow hair it may be useful to have your brows waxed several days before your appointment – but that is optional.

How are Microblading, Shading and Ombre Powder Brows different than a traditional eyebrow tattoo?

The most common type of traditional eyebrow tattoos involves the use of a lot of pigment and a block style brow, which leaves the client with a dark outlined eyebrow and no depth. These often fade to really unflattering colors. I leave the client with natural looking eyebrows that look real! Careful selection of pigment is chosen to give depth and shape so that the natural brow hairs and permanent makeup blend seamlessly. Note that everything I do looks natural, but all permanent makeup is still a tattoo. There are just dozens of techniques.

faq (continued)

What is the difference between the techniques?

Microblading: This technique involves making tiny little lines in the skin with a hand tool and ink, resulting in an eyebrow tattoo that looks like hair strokes. This option shows a lot more skin than the other techniques, and for that reason many people think it's the most subtle.

- Looks like hair strokes
- This technique typically fades the fastest
- More trauma to the skin over time, so color boost sessions should be minimal and spread over time
- Best for people with tight skin and small pores
- Better for people with dry and normal skin
- Not the best technique for people with extremely oily skin or people who bleed

Blading with Shading: This technique blends both hair strokes and shading into one blended outcome. First microblading is done, then another tool is used to provide a soft diluted version of color to fill the space between strokes. This makes the brow look fuller and slightly more pigmented than can be achieved with just microblading alone.

- Looks like hair strokes but with a lot more coverage
- Lasts longer than microblading
- Still some microblading, however less is needed than with microblading alone therefore less color boost is needed, thus less trauma to the skin
- Best option for those with little to no hair, or large holes in their natural brows
- Better option for people with oily skin
- Not the best technique for people who bleed
- Ombre Powder Brows** This technique is done with a small machine that gently inserts pigment into the skin that looks very soft and misty. No hair strokes are placed, so the brow is fully covered with a light color, and little pigment is placed at the start of the brow for a soft look. This does not look like old traditional block brows! It's soft and pretty, like a light makeup fill.
- No hair strokes are created
- Lasts longer than the other techniques
- Minimal trauma to the skin
- Less color boost required
- Great for all skin types

faq (continued)

Does it hurt?

Every client is different and pain tolerance varies by client. Most clients describe the pain level as minimal and find tweezing and threading more uncomfortable. I use the best topical lidocaine cream available to minimize discomfort. That being said, this is still a tattoo. You will typically feel some discomfort. Based on experience, we would describe the feeling a slight burning, astringent like sensation. Very tolerable and worth it!

How long does it take?

The process takes approximately three hours from the moment you walk in the door to completion of your beautiful new brows. The first hour or so is spent designing your new brows and numbing the area. There is no downtime! Occasionally, some clients will have some slight redness and swelling around the area which is very normal and will subside within a couple of hours. Most clients go on about their normal day when they leave their appointment.

What is the healing process?

Some swelling and tenderness after the procedure is normal and may last a day or so, depending on the client. Your new brows will appear **DARKER, WIDER, AND SHARPER** than the way they will heal. This is especially true for days 2-5. This is harder for some clients than others. Clients who rarely wear makeup may find that they don't like how their brows look on these days because they are too intense. That's normal!. The pigment is sitting on top of the skin and has not yet settled into your face. As your skin heals over the tattoo, your brows will lighten and soften. This process takes about 7 days or so on average. It's important to follow all after care instructions and to attend the required follow up appointment to make the finishing touches to your new brows! Your healing is only about 50% in our control. Once you leave it's up to you to be diligent about following the instructions you're given to get the best result! And no matter how great they look, it's important to come for your second session appointment to get the final result. This is a 2 step process, so even if you have some things you want to tweak after the first appointment, no worries! We will continue to work on your brows at your second session.

faq (continued)

How long does it last?

This will vary by client. If aftercare instructions are followed diligently, your new brows will last approximately 12-24 months on average before they're mostly faded; 18 months is average. For some people, their brows will last even longer, and some less. Certain factors such as sun exposure and tanning beds, getting chemical peels, oily skin type, bleeding, etc., will affect whether your brows will last on the higher or lower end of the expected 12-18 months. I recommend one touch up per year to keep them fresh. Coming more often increases the risk for scar tissue or causing your brows to look unnatural.

Will it look natural?

Absolutely! The techniques I use simulate hair strokes and/or powder fill that looks just like a real eyebrow! Your brows can be as big and bold or as soft and subtle as you like!

What if my brows are fading faster than I'd like?

I will revisit aftercare and lifestyle to make sure that is not the issue. If not, it's likely that you need to go darker and fuller at your second session, and/or you are ready for a more full coverage, longer-lasting technique like powder brows.

What if I have concerns about my brows after they heal?

Complete customer satisfaction is my goal! If you have concerns about your brows after they've healed, please call me right away so we can discuss! I am here to help, don't be shy!

pricing

Microblading –

\$375 initial appointment, \$175 6-8 week second session

Powder Brows (fully machined shaded) –

\$375 initial appointment, \$175 6-8 week second session

Combo Brows (both shaded and microblading strokes) –

\$395 initial appointment, \$175 6-8 week second session.

To keep up with your brows, I recommend a color-boost yearly touch up every 18 to 36 months. The pricing for these color-boost touch ups is as follows:

Yearly Color Boost for Microblading Only

\$325 You will not need the 6-8 week touch up after this appointment.

Yearly Color Boost for Powder Brows

\$325 You will not need the 6-8 week touch up after this appointment.

Yearly Color Boost for Combo Brows

350 You will not need the 6-8 week touch up after this appointment.

Yearly Color Boost from Another Artist's Initial Work

\$375 You will need prior authorization with photos before you book the appointment.

prep for your appointment

Preparation is key for the best results. Follow the steps below for the best results, including touch up appointments.

- Avoid alcohol, caffeine, Aspirin, or Ibuprofen for 24 hours before the procedure.
- Because Botox can alter the position of your brows, it should be performed at least 2 weeks prior to your appointment.
- Discontinue Vitamin A/Retinol/harsh products at least two weeks prior to treatment.
- Discontinue Fish Oil or Vitamin E one week prior to treatment.
- Thoroughly read all the forms given to you at the time of your appointment and ask any questions you may have.
- Be sure to advise us of any allergies, medical conditions, prior permanent eyebrow make-up and prescriptions you take prior to your appointment.

aftercare

It usually takes around 7-14 days for the skin to heal. However, you should follow the Aftercare until your skin is completely healed. Your skin is healed when all flaking and/or scabbing is gone!

Day of Treatment: ABSORB

- With medium pressure, blot the area with clean tissue to absorb excess lymph fluid. Do this every 5 minutes for the full day until oozing has stopped. Removing this fluid prevents hardening of the lymph, thus helping to prevent scabbing. Blotting is key!

Days 2-10 (until the scabbing stops): WASH

- Gently rinse your eyebrows each morning and night with water and a gentle soap. With a light touch, use your clean fingertips to gently cleanse the eyebrows. Rub the area in a smooth motion for 10 seconds and rinse with water ensuring that all soap is rinsed away. To dry, gently pat with a clean tissue or air dry.
- DO NOT use any cleansing products containing acids (glycolic, lactic, or AHA), or any exfoliants.
- Apply a rice grain amount of Aquaphor with a cotton swab and spread it across the treated area only as needed. Be sure not to over-apply as this will suffocate your skin and delay healing. The ointment should be barely noticeable on the skin. Never put the ointment on a wet or damp tattoo.
- Do not rub or pick at your brows. This can cause scarring, blurring, and/or infection. Should there be any scabbing, let them fall off naturally.
- Aside from your daily gentle washes as noted above, do not soak your brows in water until healed (ex. bath tub, sauna, pool, or hot tub). When washing your face, wash around the brow area.
- Showers are fine but limit them to five minutes to prevent too much steam around the brow area.
- Avoid facials, chemical treatments, and Botox for 3-4 weeks.
- Seek medical attention if any signs of infection occur. Ex: fever, abnormal swelling of tattooed area, green or yellow pus/discharge from tattooed area.

HEALING PROCESS



customer service promise

Please know that your satisfaction is my priority.

If something doesn't seem right with your brows, please contact me right away so I can help!

Note: it is critical that you follow the aftercare perfectly to make sure your results are as expected and long-lasting.