


Microblading, Shading, &  
Powder Brows  
**info**

hey babe! read this  
before your  
appointment!



Brow Envy

[www.browenvyohio.com](http://www.browenvyohio.com)



Hello darling!


Thank you so much for trusting us with your beautiful face! Prior to booking an appointment, we ask that all Brow Envy 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 us know if you have any questions or concerns about anything!

We look forward to seeing you soon :)

xoxo,  
the brow  
envy team



## **Microblading, Blading with Shading, Ombre Powder Brows - What are they?**

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

Specifically, all of our 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. We look forward to earning your trust, and this information packet is the first step!

# 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. Let Brow Envy will do all the work for you! .

# CANDIDATES

## **Who is 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.

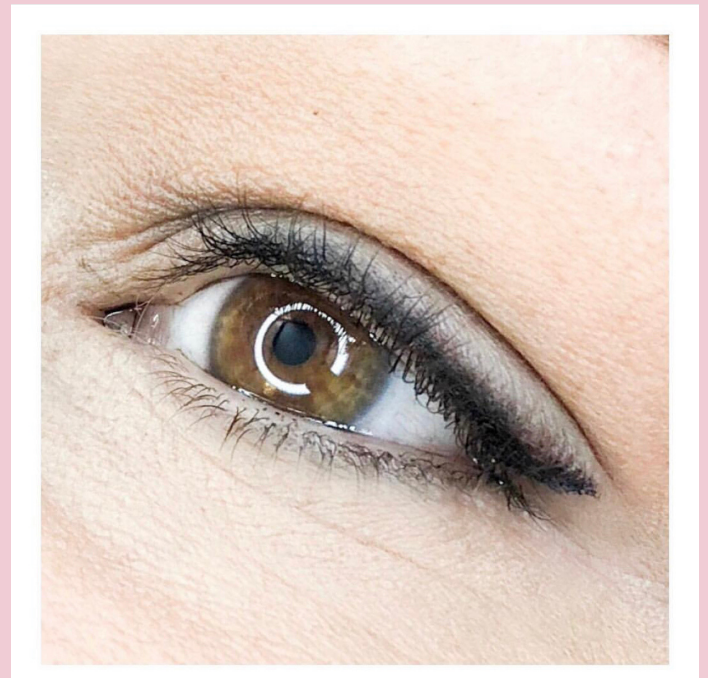


# two types of eyeliner

## **Stardust Eyeliner**

\$550, includes a free touch up!

- Soft, smokey liner with soft shading on the eyelid
- Optional wing included, can be extended for a more dramatic look, or small for a more subtle look
- Totally customized to your desired look



Brow Envy 513-926-9424 [browenvycincy@gmail.com](mailto:browenvycincy@gmail.com)

# two types of eyeliner

## **Lash Enhancement Eyeliner**

\$350, includes a free touch up!

- More subtle than Stardust Liner
- Only a thin line is applied within the lash line
- No wing or shading is done



# book an appointment

Once you have reviewed the information in this packet, ask us any questions you have, and then we will choose your appointment date. We will then send you the link to pay the required \$100 deposit to secure your appointment by email.

**Your appointment is not considered booked until the deposit is paid, so be sure to pay that as soon as possible!**

Remember to bring your photo ID to your appointment.

Also, it's very important to book your touch up appointment when you book your initial appointment! This is to ensure that you get a date and time that works for you before our schedule books up. The touch-up appointment should be 4-8 weeks after your initial appointment. If you do not come in within 8 weeks from your first appointment you would need to then book a 6-month 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. We cannot cover most old eyebrow tattoos that we see, and we need to ensure you have the results you deserve.

Thanks!

**Please note that children under the age of 10 are not allowed in the salon for safety reasons. Children over the age of 10 must be able to sit quietly alone in the waiting area. Unfortunately, if you arrive to your appointment with children under the age of 10 you will be asked to reschedule your appointment.**



# p o l i c i e s

## **Prior Permanent Makeup**

By consult only. Sometimes we cannot work over other artists' work. Please contact us to discuss BEFORE booking. If you have ever had permanent makeup before, you must let us know prior to booking so we can make sure it can be covered. Failure to do so may result in disappointment and loss of deposit if you arrive to your appointment and it cannot be covered.

## **Payment Policy**

Brow Envy accepts all major credit cards, debit cards and cash. No checks or money orders. **All permanent makeup appointments require a non-refundable \$100.00 booking deposit to book.**

This booking fee goes toward your total investment and holds your spot on the calendar. Please call, email, or text to book your appointment, or book online. After selecting a date and time, you will receive instructions for paying your deposit by debit or credit card by email. Your appointment is not booked until you have paid your deposit. Please review our cancellation policy below prior to booking.

## **Cancellation Policy**

Please read this policy before booking any appointments at Brow Envy to make sure you fully understand. The reason for this policy is that we remain very booked for all services, with some clients waiting many months to be seen. While we are ever so grateful for our wonderful clients, timely and efficient service is necessary for us to provide outstanding customer service. If you fail to comply with these policies we are unable to service everyone in a fair and efficient way. Customer satisfaction is our highest priority, and these policies exist to give all clients the absolute best experience possible. We are so thankful for your business and welcome any inquiries about this policy!

# policies, cont'd

## **Cancellation Policy**

**For all permanent makeup appointments, a 48 hour notice is required to cancel or reschedule your appointment.** We just ask that you please call and let us know, (voice mail if necessary), text or email us at least 48 hours prior to your appointment time to cancel or reschedule. Should you fail to cancel or reschedule your appointment at least 48 hours before your appointment, you will forfeit your booking deposit. Should you wish to reschedule your appointment at that point, you definitely can! You will have to pay another non-refundable deposit to book another date.

**Should you cancel or reschedule your appointment within 12 hours of your appointment, or no call/no show,** you will not only forfeit your booking deposit but also will be required to pay the full balance of your missed appointment cost before you can re-book with us. Once you pay the full cost of your original missed appointment, another deposit must be paid which will go toward the new appointment cost to book another appointment. As usual, the balance of the new appointment cost is due at the time of the new appointment.

**Should you cancel or reschedule your free 4-8 week touch up appointment within 12 hours, or no call/no show for your appointment,** you will be required to pay for your touch-up. Touch-up prices are listed in our pricing menu.

# policies, cont'd

## **Cancellation Policy**

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, we will not rush your appointment or others. Therefore, if you are more than 15 minutes late to your appointment you will forfeit your deposit and be required to pay for the balance of your appointment before you can re-book. There will be no exceptions to this policy. By booking your appointment with Brow Envy, you acknowledge that you have read, understand, and agree to the Cancellation Policy.

# f a q

## **Are you certified and licensed to operate?**

Yes! Brow Envy is a licensed tattoo studio and all working artists are certified permanent makeup artists. All artists completed a hands-on apprenticeship and received certification from one or more permanent makeup artists and training academies, including the Brow Envy Training Program. Our artists have trained with some of the best trainers in the world all over the US and Canada - Tina Davies, Fuzion Artistry, Brow Daddy, Lulu Siciliano, and Kristina Melnicenco to name a few. All artists have received extensive training and certification in Blood Borne Pathogens as deemed necessary for tattoo artists by the Occupational Safety and Health Administration. It's crucial that you choose not only a certified permanent makeup artist, but also a licensed one to ensure your health is protected!

## **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. Brow Envy services 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 we do looks natural, but all permanent makeup is still a tattoo. There are just dozens of techniques.

# f a q

## 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 touch ups 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 touch ups 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 touch ups required
- Great for all skin types
- Best option for people who bleed and who desire the most coverage possible



# f a q

## 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. At Brow Envy, we 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 two 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 touch up 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 touch up.**

# f a q

## **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. We 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 used at Brow Envy creates realistic, simulated 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?**

We 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 touch up, 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 our goal! If you have concerns about your brows after they've healed please call us right away so we can discuss! We are here to help, don't be shy!

# Pricing

**\*Please note that pricing is dependent on which artist you see. All New Client Permanent Makeup appointments include a complimentary touch up with 8 weeks. Should you be unable to attend this touch up within that time frame, you would need to book a paid touch up appointment.\***

## **COLUMBUS**

### **MASTER ARTISTS: Allee, Ashley**

Services: Microblading, Blading with Shading

New Clients: \$550

Touch up – within 6 months: \$150

Touch up – within 18 months: \$250

Shading: \$75 additional per appointment (including touch ups)

## **CINCINNATI**

### **MASTER ARTIST: Mary**

Services: Microblading, Blading with Shading

New Clients: \$550

Touch up – within 6 months: \$150

Touch up – within 18 months: \$250

Shading: \$75 additional per appointment (including touch ups)

### **MASTER ARTIST: Jillian**

Services: Microblading, Blading with Shading, Beauty Marks, Ombre Powder

New Clients: \$550

Touch up – within 6 months: \$150

Touch up – within 18 months: \$250

Shading: \$75 additional per appointment (including touch ups)

### **OWNER, MASTER ARTIST: Amber**

Services: Microblading, Blading with Shading, Ombre Powder


New clients: \$750

All Touch ups within 18 months: \$250

Shading: \$75 additional per appointment (including touch ups)

# P R E P

1. **Stop using all lash growth serums 4 weeks before every eyeliner appointment.**
2. **You should remove your contacts since your eyes will be closed and your eyelids gently manipulated.**
3. **Remove all lash extensions before every eyeliner appointment.**
4. **Come to your appointment with squeaky clean eyelashes and eyelids.**
5. **Let us know right away if you have any eye irritations leading up to your appointment.**



## A f t e r c a r e

Eyeliner is life changing but it does require some maintenance after you leave the studio to make sure it lasts as long as possible and looks amazing! Follow this aftercare until you're healed. You will be healed when all flaking is gone!

- Do not go swimming, do heavy sweaty exercise, or take steamy showers until healed.
- Do not put any eye makeup on until healed.
- Do not pick at them. Any flaking or scabbing needs to fall off on its own.
- Apply Aquaphor very sparingly, only as needed for comfort. Ex. extreme tightness or itching.
- Protect your eyes when in direct sunlight. (sunglasses or hats)
- Call, text or email us if you have any questions about healing.
- Extreme redness, swelling, pain or seepage are all signs of a reaction or possible infection. This would be extremely rare but if it occurs, call a doctor immediately!



# customer service promise

Please know that at Brow Envy, your satisfaction is our priority. If something doesn't seem right with your brows, please contact us right away so we can help!

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