

**MICROBLADING,  
SHADING, POWDER  
BROWS**  
**Information  
Packet**



**Hello Beautiful!**

I understand that any type of permanent makeup is a big decision and can be a little scary! That's why it's important to understand everything you can about the short-term & longterm expectations.

**IMPORTANT: PLEASE READ**

**This packet is longer than it seems because it uses large fonts to help with mobile reading, however, there IS a LOT of information that is NECESSARY for you to know *BEFORE booking an appointment!* If you are looking into more than one PMU treatment, the packets have similar info but also some info that is SPECIFIC TO THE PROCEDURE.**

It is important that you *DO NOT book a procedure appointment until AFTER THE CONSULTATION* unless we have spoken and I okayed it. This is simply because a procedure slot takes about 2-3 hours, so it's imperative that you be qualified and ready for your designated time.

I'm so excited to work with you and help bring a sense of confidence, joy, convenience and beauty that can come with PMU techniques! I look forward to meeting with you soon! :-)

Much love, Tracy

# TYPES OF BROWS

I understand that making this decision can be a little scary because all of the techniques that I offer are considered permanent makeup, or tattooing, that will be on your face for quite awhile. That's why my style is generally to create the most natural-looking brows to help you look refreshed & more youthful!

All of the brow techniques involve the insertion of pigment that is specially designed for the face into the top layer of skin. How it is inserted dictates the style.

## **BASIC TYPES OF BROW SERVICES (STYLES):**

**MICROBLADING:** Realistic, feathery hair-like strokes are created using a blade-shaped hand tool with a row of tiny, barely visible needles to deposit pigment into the skin, mimicking a person's natural brow hair.

**POWDER BROWS:** Also known as Microshading or Ombre Brows, Powder Brows creates the appearance of brow powder or makeup using a handheld machine that creates micro-sized, pin-like dots rather than strokes.

**COMBO BROWS:** With combo brows, you get the best of both worlds to create the perfect set of brows for you. Both microblading for hair strokes as well as microshading to create fullness are utilized.

# CANDIDATES

## **Who is a GOOD candidate for PMU brows?**

The simple answer is...almost ANYONE!

Busy parents or business people who don't have time to apply brow makeup, those with difficult or unevenly shaped brows, active people who don't want to sweat off their makeup, and those with thin or no hair due to aging, cancer, alopecia, or other conditions that have led to hair loss.

## **Who may NOT be a good candidate?**

Taking blood thinners  
History of keloid scarring  
Certain auto-immune disorders  
Bleeding disorders  
Medical conditions that cause slow healing or a high risk of infection  
Having transmittable blood diseases  
Suffering from severe acne in the brow area  
Taking Accutane within the past year  
Pregnant or nursing women  
Those with prior brow permanent makeup

**When you book your FREE Consultation, you will fill out a Medical History Form we will go over together.**



# WHAT IS THE PROCESS?

## So How Do We Do This???

### Step 1: CONSULTATION

*After* going through this entire packet thoroughly, you will book a 30 minute FREE consultation with me through my website listed on the bottom of each page. This DOES NOT commit you to have the procedure. :-)

#### AT THE CONSULTATION:

- ***\*\*\*If you normally wear brow makeup, please wear it to the consultation!\*\*\****
- We will review your medical history form together and discuss any concerns.
- A photo will be taken of how you normally wear your brows (for my files only).
- I will remove any brow makeup you're wearing and take another photo (again for my files only). *So if you have plans afterwards, please bring makeup with you if needed.*
- We will discuss the options/techniques you have available to you based on your desired results and medical history.
- We will go over the very important Preparation & Aftercare timelines to determine when would be an ideal time for a procedure.
- **I will happily answer any questions that you may still have!**
- If so desired, I can help you book your brow procedure!!!

## Step 2: INITIAL PROCEDURE

Now it's time for the fun!!!

- Again, please arrive with your brows as you normally have them. We WILL be taking before & after photos, even if it is just of your brow area, so if you'd like to have other makeup on for the after photo, please wear it to your appointment.
- I will quickly review the Aftercare information with you again & give you a take-home sheet as a reminder.
- We start by cleaning your brows & taking the before photos.
- Next we spend a good amount of time mapping out your brow design right on your face. It's kind of weird, but super important to start with the right shape, and YOU will be the one to approve what I draw.
- Once mapping is completed, it's time for the initial numbing cream. During the 20 minutes it is activating, we will look at pigment colors on your skin and decide on the best one for you together.
- When the numbing period ends, I will wipe off the cream and put very small surgical dots on the design so as not to lose it the first time the pigment is wiped away.
- NOW WE FINALLY START THE PROCEDURE!
- After the first pass of whatever technique we are using, I will put a secondary numbing gel on your brows that works on open skin & only takes about 3 minutes to activate.
- The remainder of the time is spent adding in the details and finishing up your new brows while you hopefully enjoy a little relaxing "me" time!
- Then you're ready for your exciting reveal and after photos!!!
- Before you leave we will schedule your 6-8 week touch-up.

### Step 3: 6-8 WEEK TOUCH-UP (included in price)

I love watching my clients who were the most nervous at the original appointment practically skip into my studio for their touch-up. The fear is gone and they are loving their new brows!

Because we are all unique, each person's skin can heal a bit differently, so the touch-up is **EXTREMELY** important!

It is at this appointment that we see exactly how your skin healed and decide if you want to go darker or even bigger. Most clients notice that their brows often “shrink” from the size they were after the first appointment. This is due to how skin heals and is totally normal.

This appointment simply repeats most of the steps from the original one, but is much quicker since the design is already there.

After the Touch-up, you will follow the same Aftercare instructions as before, and once healed, you have beautiful, low-maintenance brows! From this point, you will simply watch to see when they have faded enough that you would like a color boost to freshen them up.





# PRICING

## **BROW SERVICES:**

Microblading - \$400

Microblading + Shading (Combo Brows) - \$400

Powder Brows - \$400

*includes 6-8 week touch-up*

Color Boost 6-12 months from last service: \$150

Color Boost 12-36 months from last service: \$200

*(price for Tracy's current clients)*

A \$50 nonrefundable deposit is required to book a service.

Deposit goes toward total cost of service.

Payments can be made with all major credit cards, debit cards or cash. ***There is a 3% fee for all credit/debit cards.***

## **PRICE TAG STICKER SHOCK**

The upfront cost sometimes seems daunting, but when you figure cost/year, permanent makeup is actually on the less expensive end of beauty services:

Botox @ \$400/3 months = \$1600/year\*

Nail fills @ \$50/2 weeks = \$1300/year\*

Lash extensions @ \$65/3 weeks = \$1126/year\*

Color/highlight hair @ \$125/6 weeks = \$1083/year\*

Permanent Brows w/Tracy = \$400/1-3 years

*\*prices vary by service locations*

# FAQ's

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

Yes! I have completed live hands-on trainings and certifications as well as many virtual and online trainings with artists from across the US and around the world. I comply with the Occupational Safety & Health Administration to be trained and certified in Blood Borne Pathogens, and my studio is inspected and licensed by the county.

## **Is the procedure painful?**

Honestly, the vast majority of my clients report absolutely no pain now, as I have worked rigorously to perfect a 2-part topical (no shots!) numbing process to make this a relaxing and enjoyable experience. Some people even almost fall asleep. However, if lidocaine or epinephrine do not work on you, then you may feel some discomfort. Any pain is often described as the feeling of being scratched...uncomfortable, but bearable.

**Please note that it is normal to be more sensitive during your menstrual cycle.**

## **How long does the procedure take?**

The average appointment lasts about 2 - 2 1/2 hours, but extra time is built in because nothing is ever rushed in this process. It is important to be thorough and take whatever time is needed to provide you the most beautiful brows!

## **Will it look natural?**

Absolutely! Every effort is taken to create the most realistic, natural-looking eyebrows. You help in the design process, so they can be as big & bold or as soft & subtle as you would like.



## **How long will my results last?**

Permanent brows normally last between 1-3 years before needing a color boost. Variation is determined by skin type, lifestyle, & sun exposure. Oily skin tends to fade more quickly.

## **What is the healing process & will I have to take time off from work?**

Some swelling, redness and slight tenderness immediately after the procedure is normal and generally lasts only a few hours. Most clients go about their day right afterward with no problems. Clients with more sensitive skin may experience the after-effects for a day or so. Your brows will appear darker, wider, and sharper than the way they will heal, especially for the first 2-5 days. This is normal as the skin goes through the healing process, pushing the pigment lower. **It is important to follow all of the AFTERCARE directions! Your healing is only 50% in my control. Once you leave, it's up to you to be diligent in following the instructions you're given to get the very best results!**

## **Do I need to shave/wax my brows before the procedure?**

No! I actually prefer if you leave your brows alone for at least a week prior to your appointment so that I can see your natural growth pattern.

## **Will my brow hair be shaved off for the procedure?**

No! I work with your existing brow shape and hair growth to create a natural, fuller look for you. Plucking or razoring off rogue hairs is all that will be removed without your permission.

## **What is the difference between PMU and a tattoo?**

While PMU and tattooing both use needles and pigment, PMU deposits pigment into the epidermis to upper dermis layer of skin while tattooing deposits it much deeper into the dermis layer. Thus PMU is actually semi-permanent and will eventually fade if not retouched.

## **Do I have to get the 6-8 week touch-up?**

Absolutely! PMU is a 2-step process for best results. Your brows will fade to some degree during the healing period and some strokes may even disappear. For that reason, you will almost always be the happiest with a touch-up session.

## **How will I know what technique is best for me?**

That's my job to help you!! Every face is one-of-a-kind, every individual has a different desired look, and each person has a unique set of medical conditions. That is why the consultation is so very important. It gives both of us the opportunity to explore what you want, what you need, and what is a good recommendation for you. I treat each person who comes to me as someone with their own special set of needs, and I intend to use whatever techniques that I have at my disposal to create that desired result. This is why I charge the same price no matter what technique or combination of techniques is used. The final outcome is what matters to me!

## **What if I have concerns after my brows heal?**

While permanent makeup is an art, and art is subjective, complete customer satisfaction is always my goal! If you have concerns about your brows once they've healed completely, please don't hesitate to call me so we can discuss what options may be available to help you get the results you desire!

# PRECARE

## **Preparing For Your Brow Service:**

The best permanent makeup begins WAY before the appointment!

Your skin is the largest organ of the body and needs to be in the BEST possible condition. Even though we are working with just a small area of skin, it is a part of your entire body system and what you put into or on your body can affect the process & retention.

**Keep these directions in mind when scheduling your service.**

Most of the directions impact how much you bleed during the procedure. A small amount of bleeding is natural. Too much makes it difficult to see while performing the service and can push the pigment right back out. Other directions impact the sensitivity of your skin, brow symmetry, and skin tone.

### **The following Precare directions MUST be followed!!!**

#### **4 weeks prior:**

- Discontinue brow growth serums
- No chemical peels or laser treatments

#### **2 weeks prior:**

- No botox or fillers on forehead, temple & eye area
- Discontinue using Alpha Hydroxy Acid (AHA) products close to the eyebrow area
- Discontinue Retin-A products as well as other anti-aging products that contain acids or acne products on the eye area
- No microdermabrasion or facials



### **1 week prior:**

- Discontinue prescription blood thinners with physician's approval (see section below)
- Avoid tanning and especially getting sunburned
- No brow waxing, plucking, tinting or threading

### **48 hours prior:**

- Avoid painkillers such as aspirin and ibuprofen
- Discontinue all vitamins and supplements until after your procedure, as many can cause more bleeding
- Avoid nutritional shakes
- Avoid facial exfoliators in the brow area

### **24 hours prior:**

- Avoid alcohol and caffeine (even decaf or tea)
- No working out or other activity that may cause excessive sweating

### **Day of service:**

- Plan ahead: Do not wash your hair within 12 hours AFTER your service
- Arrive with your brow makeup on as you normally wear it
- If you are taking antibiotics you will need to reschedule
- Area must be free of blemishes, eczema & psoriasis





## PRECARE EXCEPTIONS

**A Doctor's Note (written, not verbal) is REQUIRED if you have any of the following conditions:**

1. Are currently taking prescription blood thinners (note indicating how many days your doctor will allow you to refrain from taking your medication before the procedure - 3 days is mandatory, 7 is preferable)
2. Diabetes
3. Epilepsy
4. Undergoing chemotherapy
5. Have a pacemaker or major heart problems
6. Hemophilia
7. Have had an organ transplant
8. Viral infections or diseases
9. Transmittable blood disease, HIV or hepatitis

**For your safety, if you suffer from any other medical condition or are taking any prescription medications, it is advisable to consult with your physician before having any permanent makeup procedures.**

**Your health is always the priority, and I am not a medical expert!**

# AFTERCARE

Now it's up to you! The guidelines are simple but strict. Not following these directions may give you results that you are not happy with. Details are below, but just remember...***keep clean, no sweating, and no direct sunlight until healed.***

## NEEDED BY THE DAY OF YOUR PROCEDURE:



- \*Garnier Micellar Cleansing Water (pink lid) - any size
- \*Aquaphor Advanced Therapy Healing Ointment - any size
- \*Cotton Rounds - Swisspers are my favorite
- \*You will also need sunscreen once healed while in the sun

**The following Aftercare directions MUST be followed.**

### Day of Treatment:

- Immediately following the procedure, gently blot your brows with a clean tissue to absorb excess lymph fluid *every 5 minutes until there is no longer any fluid on the tissue*. This prevents the fluid from hardening and scabbing. **Blotting is key!**
- Put a clean, fresh pillow case on your pillow & try to avoid sleeping on your face/brows. The clean pillow case prevents old germs and skin cells from getting into the fresh wounds.



## **Days 2-10 (or until brows are fully healed):**

- 2x per day (morning & evening) using freshly washed fingertips, ***gently*** cleanse brows with micellar water on cotton pad & ***blot dry*** with second cotton pad - you may see pigment the first couple of days that was still sitting on top of the skin and not deposited into it.
  - This is the ***LAST*** thing you will do before getting ready for bed & the ***LAST*** thing you will do *after* applying your makeup & doing your hair for the day.
- After each cleansing & drying, dab a drop of healing ointment ***no bigger than a grain of rice*** across each brow - too much will not allow your brows the oxygen needed to heal. If your brows look “wet,” then you’ve used too much. (NOTE: if you have extremely oily skin, you may want to skip this step and allow brows to dry heal, blotting them dry if necessary instead.
- Use ***nothing*** else on your brow area while it heals, and no tinting, plucking or tweezing.

## **Also, until fully healed:**

- When showering, you can apply a larger amount of ointment on brows as a protective barrier from the water, but do your best to keep your brows out of the stream of water.
- Only use eye makeup on the eyelid and around the eye, such as liner & mascara.
- Avoid saunas, steam rooms, swimming, exercising, hot baths... anything that could make you sweat.
- Avoid direct sun exposure or tanning.
- Avoid skin products that contain acids around the eyes.
- Avoid drinking excessive amounts of alcohol.

- Avoid tasks where there is a lot of airborne debris or driving in open air vehicles such as convertibles, boats, bicycles or motorcycles.
- Avoid facials, chemical treatments, botox, massages that include the face, ect. until brows are healed - preferably 2-4 weeks.
- If you do have any scabbing, allow the scabs to fall off naturally. **DO NOT PICK** or rub at your brows. This can cause scarring, blurring and/or infection.
- Consult a physician if you have **any** signs of infection.
- Should you have any questions or concerns, please contact me at 765-524-6887.

**Again, keep clean, no sweating, and no direct sunlight until healed!!**

**Failure to follow aftercare instructions may result in infection, pigment loss or discoloration.**

**Prolonged care: (the following may cause premature fading)**

- Smoking
- Exposure to sun & tanning beds (use sunscreen)
- Chemical exfoliants or heavy creams
- Laser therapy
- Skin products that contain Retin-A and other anti-aging acids
- Chemical peels, exfoliants, strong facial products and bleaching agents in the forehead region
- Note: Inform medical technicians of your PMU brows at the time of any future laser procedure or MRI.

# HEALING:

**Day 1:** Brows look great! Some may feel they are a little harsh or bright, but they will soften as they heal. Redness and/or puffiness will normally dissipate within a couple hours. Minor soreness may remain, but typically no medication or ice is needed.

**Days 2-4:** Your brows may feel darker and bolder. This is temporary and will only last a few days on average. To better balance out your face on these days, wear a little extra makeup!

**Days 5-7:** Your brows may begin to flake or scab. This step is normal if it occurs. Whatever you do, do not pick at your brows. Let scabs or dryness naturally flake off.

**Days 8-10:** Your brows may appear several shades lighter once the scabbing is gone. It's common to worry that something is wrong. If you're following the aftercare fully, this is very normal. The top layer of skin is fresh and is muting the pigment.



**Days 12-28:** Your brows will begin to appear darker and you will see some of the color returning. It's common to be slightly patchy in spots, and to feel that your brows aren't dark enough. Some people also notice small things they want to change about their brows – such as making them slightly bigger, making the tail longer, etc. Not to worry, that's why we have the touch up appointment!



# POLICIES

**Children** - Children under the age of 10 are not allowed in the PMU studio area for safety reasons. Children over the age of 10 must be able to sit quietly alone in the waiting area. If you arrive to your appointment with children under the age of 10, you will be asked to reschedule.

**Prior Permanent Eyeliner** - By consultation only. Sometimes it is not possible to work over other artist's work without color correction or removal.

**Cancellation Policies** - The reason for these policies is that most services involve blocking off about 2-3 hours of time that is not easily rescheduled at a moment's notice for most clients. Customer satisfaction is my highest priority, so nothing is ever rushed. **CANCELLATION DETAILS:**

- ***A 48 hour notice is required for you to cancel or reschedule your initial PMU appointment.*** You may do this through your confirmation email. Failure to cancel/reschedule at least 48 hours in advance will result in forfeiting your deposit and you will have to pay another deposit to rebook the service.
- ***Should you cancel/reschedule within 12 hours of your appointment (without okaying it with me) or no call/no show,*** you will also be required to pay the full balance of the missed service.
- ***If you cancel/reschedule (or no show) your Touch-up appointment*** less than 48 hours in advance, then you forfeit the complementary Touch-up and will be required to pay \$100 to reschedule the Touch-up.
- ***If you are over 15 minutes late to a permanent makeup service*** without my okay, you will be asked to reschedule and the above policies will apply - forfeiting your deposit as well as being required to pay the balance in full before booking another appointment.