



MICROBLADING 101

**(THY BROWS SHALL
STAY ON FLEEK)**

Just Browsing MICROBLADING INFO

Hey there!

You're likely reading this now because you're doing some research about microblading, or you have a consultation scheduled. I'm sure you're excited, and I am too! Whether you have your mind made up, or you're "just browsing", I'm so glad you found me!

Microblading genuinely changed my life (allowed me extra time with my kids in the morning, removed the fear of my brows rubbing off at the gym and beach, and made me feel more confident) and I'm looking forward to the possibility of being part of your success story. Let me worry about your brows so you can worry about the important things. Thank you for thinking about trusting me with your face - I don't take it for granted.

The point of this nifty little document is to provide you with all of the information you'll need to determine whether microblading is a good fit for you, to ensure you're prepared for the preparation and aftercare, to manage your expectations, and to communicate our policies.

I know that it's a lot of information, but it's very important to me that you are fully informed before taking the next steps.

Please read through this package prior to our consultation. If you have any questions about your candidacy, the procedure, before or aftercare, or about our policies, please feel free to ask me during our call or to email me beforehand.

Looking forward to it!

Xo Brit

UP YOUR
BROW GAME



WHAT IS MICROBLADING?

Microblading is a low maintenance, longterm eyebrow solution that is smudge/sweat/water proof. It is considered “permanent makeup”, or a tattoo, even though it’s not actually permanent. The results last an average of 12-18 months on most clients (although this does vary depending on age, skin, lifestyle, proper aftercare etc.). Over and over, microblading makes people look younger, rejuvenated, and more put together, with nearly no effort at all.

The microblading technique involves manually implanting pigment into the skin to create a natural looking eyebrow, stroke by stroke (or “hair” by “hair”) with a tiny fine-point needle tool. Other names for or similar procedures to microblading: pigment embroidery, nanoblading, microstroking, eyebrow micropigmentation, 3D brows, cosmetic tattooing, eyebrow feathering, PMU, SPMU, and semi-permanent makeup.

This process involves a consultation, a Microblading Session and a Perfecting Session. Eventually, touch-up sessions should be scheduled for longterm maintenance (every 12-18 months depending on skin type).

WHO IS A GOOD CANDIDATE?



Anyone interested in natural looking, full, gorgeous brows all day every day. Most commonly, my clients include busy moms and/or professionals who want to cut down on their getting ready time, athletes and competitive swimmers who want sweatproof/waterproof eyebrows, gals who just want to nail the perfect shape and fullness like they see on their social media feeds, and self-described “lazy ladies”.

Microblading can also be extremely valuable to clients who have experienced natural hair loss due to cancer treatments, Alopecia, scarring, Trichotillomania, and a variety of other diseases and disorders.



WHAT COULD MAKE SOMEONE AN UNSUITABLE CANDIDATE?

****If any of these factors applies to you, please let me know so that we can discuss and determine your candidacy. It is sometimes possible for us to find a work-around, or put measures in place for microblading to work for you.**

You:

- Are under 18 years of age.
- Have dark prior permanent makeup (tattoo, microblading etc.) performed elsewhere. This can be determined during the consultation (I will need to see photos of the brow area.).
- Are pregnant or nursing (due to the concern for the baby in the unlikely instance of an infection).
- Have extremely oily skin (as the microblading pigment won't last).
- Have uncontrolled high blood pressure.
- Have had recent or upcoming surgery (doctor's note required).
- Have skin irritations near the eyebrows such as psoriasis, sunburn, eczema, shingles, melasma, rashes etc. Microblading should be avoided temporarily until the eyebrow area is clear.
- Are currently undergoing chemotherapy. Microblading is excellent for restoring brows after chemo is finished, but chemo compromises the immune system which can impact healing.
- Have a blood disorder/cancer such as hemophilia, anemia, leukemia etc.
- Are currently on Accutane or have been in the past 12 months.
- Have a history of keloid or hypertrophic scarring, or hypopigmentation.
- Have Diabetes (requires good blood sugar control and doctor's clearance).
- Have an auto-immune deficiency. (There are exceptions. Please let me know the details, and we can determine whether you could be a candidate or could receive doctor approval.)
- Have severe acne, especially in the eyebrow region.
- Have a condition that cause excessive bleeding.
- Have a viral infection and/or disease.
- Have a skin infection and/or disease.
- Have a transmittable blood disease such as HIV, HVP, or Hepatitis.
- Have a pacemaker or other heart conditions (doctor's note required).
- Have any illness, medication, or treatment that compromises the immune system/healing.
- Have allergies to alcohol or numbing agents (which are found in our pigment and numbing cream and could cause a reaction).

These must be stopped at least 2 weeks prior to a microblading appointment or touch-up:

- Botox, Juvederm, and other injectable fillers
- Chemical peels
- Laser treatments
- Sun sensitizing medications (including but not limited to Retinol/Retin-A/Vitamin A)



WANT TO BE B.F.F'S? (BROW FRIENDS FOREVER)

CONSULTATION

The consultation is a complimentary, no pressure opportunity for us to ensure you're a good candidate, to confirm the preparation and aftercare requirements, and to discuss any questions you may have. Because these brows are going to be on your face for a while, it's important that you are confident in your microblading artist. I like to build rapport with my clients early and ensure they're fully informed so they come to their microblading session empowered, trusting, and excited.

The consultation can be booked directly online (just-browsing.ca), or by connecting with me directly through email or social media channels.

In advance of the consult, please send me a clear photo of your brows, and let me know right away if any of the aforementioned "unsuitable candidate" factors apply to you. Please also ensure you've read this entire document prior to our call.

The consultation is usually done by phone and takes about 15 minutes. However, if I'm uncertain about your candidacy and need a better look at your brows, or if you'd like a chance to connect "face-to-face", we can do the consult by video call via Google Meet, FaceTime, Messenger, Zoom etc. After a successful consult, we can book your two-part microblading procedure if you're ready to get the ball rolling.



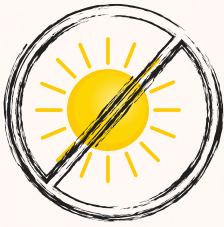
BOOKING

The microblading appointment booking can be booked online, or requested by email/social media/ text after the consultation has been completed. Make sure that you book the appointment around a time where you will be able to properly adhere to the preparation and aftercare requirements. Keep in mind when scheduling that you will also require a Perfecting Session 8-10 weeks after the initial appointment.

Once a date is selected, I will send you our consent form so that you have an opportunity to read through the fine print if desired before booking. Please ensure that you've read our payment and cancellation policies (included later in this document).

The consultation is complimentary. The cost of the microblading appointment is \$499, which includes a complimentary perfecting session. A non-refundable deposit of \$100 + HST (\$113) is required to finalize the booking, which is applied toward the cost of the microblading session. Final payment is made at your microblading appointment.





PREPARATION



- 72 hours prior to your appointment, do not intake any Advil or other bloodthinners such as Ibuprofen, Aspirin, Vitamin E, Niacin etc. unless medically necessary.
- 24 hours prior to your appointment, do not intake any caffeine or alcohol.
- Avoid Botox and other injectable fillers for two weeks prior to and four weeks after appointment.
- No tanning, spray tanning, or tinting within 3 days of your appointment.
- No plucking, waxing, sugaring, or other brow hair removal 5 days prior to your appointment
- You are permitted to wear contact lenses during the application if needed/desired.
- Wear comfortable clothing if you're able, and bring headphones if you think you might like a distraction.
- Come with an understanding that your brows will take some time to heal and that the optimal results won't be achieved for several weeks.



MICROBLADING SESSION

The microblading session generally takes about 2.5 hours. We take into account your existing brow shape, your facial structure, and your preferences. Once we decide on the brow form, we consult on the colour. You will be involved in the decision making process and will have a chance to approve the look. A customized hue is mixed (we will track the formulation, for future touch-ups), from pigments made with top of the line FDA-certified ingredients. We use medical numbing creams that are FDA approved and highly effective. I will create your brows by hand, using individual hair-shaped strokes, a very precise technique. Most clients report that they have little discomfort during the treatment process. A special fine-point needle microblading tool is used to draw on individual small, hair-shaped strokes individually, inserting cosmetic pigments into the dermis layer of the skin. This creates a full, natural look that match or darken the arches.

We will confirm the aftercare instructions and schedule your Perfecting Session (which happens 8-10 weeks later).

Most individuals continue on with their day as normal after the procedure. You will be able to drive yourself home (if that's how you arrived), and it will not be obvious that you have had work done (no extreme swelling/redness, or bandages etc.)



AFTERCARE

Please follow the aftercare instructions very carefully. Studies show that only 50% of the microblading outcome and longevity is related to the work, and the other 50% is related to the client's aftercare and maintenance.

The day of the appointment: 1.5 hours after procedure, blot your eyebrows gently with the provided wipes to remove lymph fluid. Repeat this process every 1.5 hours. At bedtime, rinse your brows gently with room temperature water and gentle soap. Wait for 5 minutes until brows are completely dry, and then apply a very thin layer of the aftercare cream that was provided at your appointment (with a Q-tip or clean finger). These steps are important to minimize scabbing and maximize pigment retention.

Days 2-8 (or until healed): In the morning and evening, rinse your brows gently with room temperature water and gentle soap. Wait for 5 minutes until brows are completely dry, and then apply a very thin layer of aftercare cream.

For the next couple of weeks:

- Keep brows dry, apart from the gentle cleansing, for 7 days (including no direct contact with the water stream from your shower).
- Use a fresh pillowcase and avoid sleeping on your face (2 weeks).
- Avoid excessive sweating (including exercise, sports, yoga, steam room, sauna etc.), pools, and hot tubs for 10 days.
- Avoid direct sunlight and tanning (wear a hat when outside) for 4 weeks. After completely healed, use a sunscreen to avoid fading from the sun.
- Do not apply makeup to the brow area during the healing process. After 7-14 days, when the scabbing and flaking have stopped and wounds are closed, you may wear brow makeup if desired until the look of the pigment has returned.
- No other products (including daily skincare products) should touch the brows during the first 7-14 days, other than the gentle soap and the after care balm.
- Do not touch, rub, pick or scratch your brows following treatment or during healing process, as this can cause scarring or loss of colour.
- If your eyebrows get wet during the healing process, pat them dry with a clean tissue. Do not rub.
- Avoid airborne debris and open air vehicles for 7 days.
- Avoid any form of brow hair removal for 2 weeks.
- Wait 4 weeks before having facials/peels, microdermabrasion, and injectable fillers. Please inform therapist of the procedure you have had.
- Trust the process for the best microblading results!

The Perfecting Session, 8-10 weeks after the initial procedure, is critical to ensuring the desired results. Because skin can react and heal in different ways after the first appointment, the second session is the chance to do any corrections or improvements on shape, colour, thickness etc. It also helps to ensure the quality of the microblading work lasts as long and flawlessly as possible.

Please contact your physician within 24 hours if any signs of infection develop following the procedure.



EXPECTATIONS

Your new eyebrows will go through several phases during the healing cycle. The pigment will appear darker and more intense than anticipated immediately after the procedure and may darken/swell over the first couple days (days 1-3). This is because the pigment is still sitting on top of your skin, and has not yet settled in completely. Your brow region may feel tight and itchy. This is all normal.

Once the swelling subsides, the brows won't appear as thick and the skin will start to flake and/or scab. As the scabs and flakes fall off naturally (days 4-7), the pigment will soften, lighten, and blur drastically and may eventually seem as if some of the pigment is gone (days 6-10). This is temporary and is due to the new skin forming over the treated area. Natural exfoliation will occur and the colour will start to reemerge (days 12-21). By this time, the skins cell turnover process had enough time to restore your colour. Generally the brows are completely healed and looking soft and lush by 4-6 weeks.

PERFECTING SESSION

8-10 weeks after the initial Microblading Session, your brows will be healed and you will be ready for the Perfecting Session. Skin and healing can be unpredictable, so this gives us the chance to correct any small pigment imperfections, and also gives you the opportunity to go slightly darker or larger with the brows if desired.

The perfecting session is extremely important to ensure the desired longterm results are achieved.

LONGTERM

You and I both want your microblading work to last as long as possible! Here are a couple of recommendations to keep fading to a minimum:

- Book regular touch-ups (don't just let the microblading fade completely).
- Use sunscreen in the microbladed area, or wear a hat when outdoors. Sun exposure causes fading.
- Avoid products that contain Retinol, which also speeds up fading.



POLICIES

PAYMENT POLICY

The initial microblading sessions is \$499 + HST. This includes a complimentary perfecting session 8-10 weeks after the microblading. (A \$100 + HST non-refundable deposit is required to book.)

The deposit is applied to your total investment, with the remainder due at the microblading session. Your appointment is not considered booked until the deposit is received. Please review the cancellation policies prior to scheduling.

Payments are preferred by cash or email money transfer, although credit cards are also accepted.

Annual microblading colour boost session (to freshen and maintain the brows) is \$349 + HST. This needs to be booked within 9-15 months after the initial microblading session.

CANCELLATION POLICY

If you need to cancel or reschedule your appointment, 48 hours notice is required by email, text, or phone (voicemail if necessary). With 48+ hours notice, your deposit will be held as a credit toward your future rescheduled appointment. If you cancel less than 48 hours to your first Microblading Session, your deposit will be forfeited. If you cancel your Perfecting Session less than 48 hours to the appointment, you will have to pay for the missed session as well as the rescheduled session.

In booking, we are reserving a large block of time just for you, and last minute cancellations don't give us the opportunity to fill these slots. Customer satisfaction is our highest priority, and these policies exist to ensure we give clients the best experience possible.

THE END

Thank you for taking the time to read through this information. If you have any remaining questions, please let me know (brit@just-browsing.ca). If you haven't yet booked a consultation but would like to, you can do so directly online (just-browsing.ca) or by requesting a time by email.



FAQ

Will it look natural?

YES! Because microblading involves the precision of manually drawn hair-like strokes, your brows will look very natural. You will be amazed at the realism of the technique. Because everything is done manually, the eyebrows can be created as large and full or as subtle as you'd prefer.

How long does it take to heal?

You can wear your new brows back to work/momlife/brunch after your appointment! Your skin will be completely healed after two weeks, and the colour will be healed after about four weeks. I provide you with healing balm that helps with itchiness and flaking. It will not be obvious that you've had work done (no extreme redness/swelling, bandages etc.).

What is the total cost?

The consultation is free. Microblading costs \$499 + HST, which includes the initial Microblading Session and the Perfecting Session 8-10 weeks later. We accept email money transfer, debit, and credit cards.

Do I need to wax, shave, or pluck my brows in advance?

Generally speaking, no you don't! Leave all of your brow hair for at least 5 days prior to your appointment. We will shape your brows with a fine razor and/or tweezers as needed in accordance with the new brow shape and size. If you have a lot of eyebrow hair, it may be appropriate to have the brows waxed a few days before your appointment. We will confirm this during our consultation.

How long does it last?

Microbladed eyebrows last an average of 12-18 months for most clients. This can vary depending on age, skin, lifestyle, and compliance with aftercare recommendations. Other factors can include sun exposure, chemical peels, tanning beds, iron deficiency, and smoking. We recommend an annual touch-up appointment to keep your brows looking fabulous.

Will the procedure hurt?

Of course pain tolerance varies by client. That said, most people find the discomfort level minimal and completely manageable (an average of 2 or 3 out of 10). We use a numbing cream during the procedure to assist with potential discomfort. The feeling is often described as warm pressure or a scratching sensation, but it is very tolerable (and of course worth it!). Some clients even fall asleep during the procedure!

How is microblading different from a regular tattoo?

A regular tattoo is implanted deeper into the skin, and leaves the recipient with a dark block style brow which looks very unnatural and has no depth. The colour tends to fade and change, leaving undesirable results after a couple of years. Microblading pigment is embedded close to the surface of the skin (which is why microblading lasts 12-18 months). Microblading colours heal and are maintained because of the positioning of the pigment (unlike regular tattoos), and the manual strokes allow for a very natural and 3D look.



How are you keeping your clients safe from COVID-19?

All clients are screened prior to studio entry. All products that come into contact with a client's face are disposable, and are disposed of after use. Clients wear a mask at the studio, and Brit wears a mask, gloves, and a face shield. Surfaces are disinfected after each client's appointment. Brit has completed additional health and hygiene certification for extra safety (including on the specific topics of Personal Protective Equipment, Infection Prevention and Control, and COVID-19).

How long does the appointment take?

The consultation takes about 15 minutes, the first microblading session takes about 2.5 hours, and the perfecting session generally takes about an hour.

How is the colour chosen?

We work with your skin's natural pigment and take inspiration from your natural hair colour. If you dye your hair, that is also taken into consideration. We can discuss this further and look at multiple options if you are uncertain.

What types of pigments do you use?

We use PhiBrows pigments which is one of the safest and highest quality cosmetic pigment brands worldwide. With over 25 years of safety, stability and amazing performance, with no heavy metals, no iron oxide, and no other harsh chemicals. Your face is important - we use the best.

Are there any side effects during or after the procedure?

Most clients feel slight discomfort during the procedure, and may have some very minor swelling, redness, and/or tenderness for up to a couple of days afterwards. Clients are able to drive right after the procedure, and most people continue with their day as normal.

Can microblading cover/hide my scars?

Usually, yes! But please send me photos beforehand so I can ensure that you're a good fit.

Can you microblade over an existing tattoo?

Often we can! If you have ink of any kind in your brow area of any kind, please ensure you send photos and discuss this with us during your consultation. Due to colour, depth, and technique of previous tattooing, sometimes microblading is not possible. For upkeep of our microblading services, we recommend an annual touch-up appointment every 12-18 months.

Are you certified and insured?

Brit Wynne-Jones is a certified Microblading Artist. She has also received certification in Bloodborne Pathogens, Personal Protective Equipment, and Infection Prevention and Control. Brit is licensed and insured, and operates from a Public Health inspected home studio. *Because Ottawa does not require microblading artists to be certified, it is important that you research your artist carefully!

What if I don't love them?

We want our clients to be happy. Please keep in mind that it is very difficult to predict exactly how well your skin will retain the pigment. If you have any questions or concerns, please don't hesitate to reach out right away.

