



BROW OPTIONS: EVERYTHING YOU NEED TO KNOW

Just Browsing
MICROBLADING

Oh HEY THERE!

You wound up here because you don't love your brows. Amiright?

And I get it... I was in your shoes a few years ago and I felt like I stressed constantly about my brow pencil sweating off, or about the symmetry of my face (or lack thereof!).

Now before I get any hate (I see you, Karen!), I want to say first and foremost that eyebrows don't matter. Seriously. In the grand scheme of things, they are shapes and hairs and it would be so frickin lovely if every human being didn't care much about their eyebrows or outward appearance in general. BUT, alas, here we are. Brows are currently trending, and women everywhere are caring about them more than ever before. And in general, we know that feeling your best and boosting self confidence impacts everything.

I find that there aren't many great informational resources within the beauty industry, so after several years of working with women on their eyebrows, I thought I'd create a mini brow guide for reference.

Whether it's the gentle curve of Audrey Hepburn's brows or the bold definition of Cara Delevingne's, we've all swooned over eyebrow goals.

We know the brow struggle is real! Some of us might be battling the sparse remnants of past beauty trends, while others might be facing changes due to various life circumstances and health conditions. Understanding the Brow Dilemma:

- **Genetics:** It can gift you with lush, full brows or leave you reaching for the brow pencil every morning.
- **Over-plucking & Waxing & Permanent hair removal:** Trends come and go, but regrettably, sometimes the brows don't come back!
- **Medical Conditions & Treatments:** From alopecia to chemotherapy, our brows can bear the brunt of our health journeys.

But worry not! Whatever your brow situation, there's a perfect solution just waiting to be discovered! Keep reading to discover more about brow products, natural growth strategies, and brow procedures/treatments.

To be completely transparent, I am a Microblading artist and I own a studio called Just Browsing, based in Ottawa. I provide microblading, nanoblading, and microshading procedures for clients who are searching for long term low maintenance brows. I was a client myself long before entering the industry, and it 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).

There is microblading info included here for those interested, but my overall goal is to provide women with a better understanding of all of their options so they can make informed decisions when it comes to brow styles/creation/maintenance!

Enjoy!

Xo Brit



BROW PRODUCTS

If your biggest concern is cost and/or you have commitment issues, brow products should definitely be your starting point. These can typically be purchased from big box stores, online, beauty stores, and pharmacies. There are multiple brand and colour options, so you can experiment to determine your preferences! All of these products will typically last for one makeup application (ie approximately one day, or until they sweat/wash off).

1. **Brow Pencils:** The ultimate brow buddies for detailed strokes, filling gaps, and achieving that perfect arch!
2. **Brow Powders:** Ideal for those seeking a subtle fill and a soft-focus finish. A blessing for achieving fullness!
3. **Brow Gels (Clear & Coloured):** For the set-and-forget convenience and the assurance of brows that stay put through thick and thin! Also great for those whose brows are starting to go grey/white, or who have long eyebrow hairs that don't stay put.
4. **Brow Wax/Pomade:** Great for adding texture and a little heartier than other options, waxes and pomades are also better for those with oilier skin.
5. **Brow Mascara:** Easy for beginners with a decent amount of natural hair - just swipe for instantly more voluminous and tinted brows!
6. **Brow Stencils:** Your shortcut to symmetrical perfection every single time! These can be used with any of the products listed above.

UP YOUR
BROW GAME



BROW GROWTH STRATEGIES

If you're not looking for a quick fix and are more interested in trying to naturally (re)stimulate hair growth, you've got options! (Please always consult with your physician before starting any new treatments.)

1. **Vitamins & Supplements:** There are currently numerous vitamins and supplements that can support hair growth including Collagen, Biotin, Vitamin A, Vitamin C, Vitamin B12, Zinc, Iron, Folic Acid, MCT oil, and various herbs. Some of these are intended to be taken independently, and some are used as part of a hair growth oral supplement. Please do your research and talk to your physician before implementing. Noticeable hair growth progress will take several months.

2. **Specialized Growth Serums:** These concoctions are sometimes marketed individually as a brow serum, but often both as brow & lash serum products. They range in terms of ingredients and instructions, but noticeable progress generally takes at least 3 months.

3. **Massage:** OK don't roll your eyes! Whether you use your fingers, a face roller, or something like a guasha, the key is that massage increases blood flow circulation to the brow area which can improve your eyebrow growth.

4. **Minimize stress:** Stress can cause hair loss, so if you're able to minimize stress or learn how to lessen the effect that stress has on you, you will be less likely to be negatively affected by the potential physical complications that are sometimes related to it.

5. **Ensure adequate sleep:** Sleep is valuable for so many reasons and I'm sure eyebrow hair growth is the least important of that long list. That said, it's worth mentioning! Your body needs sleep to do all the things.



Some of the products that are linked on this page are affiliate endorsements which means that if you click on a link and buy something, Just Browsing might receive a percentage of the sale, at no extra cost to you. We only promote products that we use and believe in. We promise not to tell you about stuff that's dumb.



BROW PROCEDURES & TREATMENTS

If you're looking to be less involved in your brow maintenance day to day, a procedure or treatment might be a good fit. Some of these can be done from home, and all can be done by a professional.

1. **Brow Shaping through hair removal (Waxing, Threading, Tweezing etc.):** These time-tested heroes sculpt your brows with precision, helping to give you shape and definition. These are excellent options for those that have thick brows and darker hair. Will last for a few days to a few weeks depending on hair quantity and type.
2. **Tinting & Brow Henna (or hair dye):** A step up for those seeking longevity, offering you the richness of color and the illusion of depth and density for a few weeks.
3. **Brow Lamination:** Also sometimes referred to as a brow perm, this involves a perm (with a chemical solution) that keeps your hair in a slicked-up shape. A brow tint is often applied in combination with the lamination. Great for those with only small gaps, and a decent amount of natural brow hair. Lasts four to six weeks.
4. **Brow Tattooing:** Mostly permanent brow tattooing done with tattoo ink. Great for those that want to commit to one style forever! (Caution: ink can become discoloured over time due to various factors. Due your research!)
5. **Semi Permanent Tattooing (my personal favourite):** The pinnacle of brow artistry, delivering meticulously crafted, lasting results for those ready to say goodbye to the daily brow routine but not wanting to chance "forever". These typically last 12-18 months. There are several options but the two main distinctions are:

Non hair stroke brows- the pigment is intended to look like powder or airbrushing. Examples of this are powder brow, ombre brow, and microshading.

Hair stroke brows- individual "hairs" are tattooed on one at a time to mimic real hair growth. Because of this, it is the most natural and realistic option. Examples of this are microblading, nano blading, nano strokes (and other names for similar techniques are eyebrow feathering, microstroking, and eyebrow embroidery). This is my specialty! I love creating full, symmetrical, natural looking brows for clients that just want to spend less time thinking about them :)



Lamination



Microblading in progress



THE END

I hope you learned something in reading this because I put so much love into it. Butttt, more importantly, I hope you have a much better understanding of your options, priorities, and needs so you feel informed as you make decisions about your brows.

And hey... maybe you realized that this was way more thought and effort than it was worth to you, and you just want to rock your natural brows forever and never give anyway of this another moment of your time or brain space. Great!

Or maybe you realized that you'd like to try a natural growth strategy. Awesome!

If any of this leads you back to the world of tattooing, stay in touch!

If you have any questions about your brows or microblading, or you'd like some personal recommendations, feel free to shoot me an email (brit@just-browsing.ca). If you're interested in chatting about potentially moving forward with microblading, [click here to book a free call](#) with me or [click here to see my microblading information package](#) so you have access to all of the pertinent details.

Because microblading is a new term and procedure for many, I have included an FAQ section that will help to answer general questions about my studio and the process.

BFF'S

Brow Friends Forever

Xo Brit

BRIT WYNNE-JONES

OWNER, JUST BROWSING MICROBLADING STUDIO

@justbrowsingottawa brit@just-browsing.ca www.just-browsing.ca

MICROBLADING 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.

