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**Brow Innovation Microblading Information Packet**

Thank you so much for trusting us with your beautiful face! Prior to booking an appointment, we ask that all Brow Innovation clients read and review the information below in full to ensure they are properly informed about our payment and cancellation policies, consent, and client record forms, frequently asked questions, and more. It’s 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!

## **Please note that children under the age of 10 are not allowed in the Brow Studio for safety reasons.**

**How to Book an Appointment**

Once you have reviewed the information in this packet, and have asked any questions you may have, call Brow Innovation at (937) 477-2451 or the studio located at Hair Teazer’s at (859) 903-2556 and we will choose your appointment date. At this time you will also pay your $100.00 that will hold your appointment.

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 will need to then book a 6-month touch-up.

**Lastly, please do not book an appointment for microblading without a consultation first if you have had prior permanent makeup procedures, 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!**

**Microblading Pricing**  
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**All New Client Microblading appointments include a complimentary touch-up within 8 weeks from your initial appointment. Should you be unable to attend this touch up within that time frame, you will need to book a “paid” touch-up appointment. Depending on how well your brows hold onto the pigment, you may or may not need more frequent touch ups. The majority of clients will hold pigment up to 18 months.**  
**New Clients: $400   
Touch-up – within 6 to 12 months: $100  
Touch-up – 12-18 months: $200**

**18+ months before touch-up: $400**

**Microblading over Prior Permanent Makeup**

**Please note: This is by CONSULT ONLY! We typically cannot work over other artists' work. Please contact us to discuss BEFORE booking.** If you have ever had permanent makeup on your brows before, you must let us know prior to booking so we can make sure it can be covered. This is true no matter how light they look to you, or how long it's been since they were done. Failure to do so may result in disappointment to you and loss of your deposit if you arrive to your appointment and it cannot be covered.

**Payment Policy**

Brow Innovation accepts all major credit cards, debit cards and cash. ***No checks or money orders.***

**Microblading appointments require anon-refundable $100.00 booking deposit to book.**  
This booking fee goes toward your total cost and holds your spot on the calendar.  Please call, email, or text to book your appointment. 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 Innovation to make sure you fully understand.** The reason for this policy is that we remain very booked for all services. 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!  
  
 For all Microblading 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 forfeit your booking deposit.

**Should you cancel or reschedule your complimentary 6-8 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.   
  
**If you are over 15 minutes late to any appointment, you will be asked to reschedule, and the same policies above will apply.** 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.  
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**There will be no exceptions to this policy. By booking your appointment with Brow Innovation, you acknowledge that you have read, understand, and agree to the Cancellation Policy.**

**Who is a Good Candidate for Microblading?**

**The simple answer is anyone who wants to have full, beautiful brows all day, every day**! This includes anyone who doesn’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 and those who may have had fuller brows when they were younger, however notice that now that have scarce brows. Other clients include those suffering from scarring, Trichotillomania, Alopecia and Cancer, or other diseases and disorders that have led to natural hair loss. Let Brow Innovation do all the work for you!

**Who is NOT 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 this year (must wait one year from discontinuing)
* History of keloid scarring
* Auto-immune deficiencies
* People suffering from severe acne
* Pregnant women
* Chemotherapy patients will need to check with their physician and provide a doctor's note
* People with conditions that cause them to bleed easily (this impacts results)
* People with prior permanent makeup may not be good candidates for Mircoblading. This is determined by consultation.

**FREQUENTLY ASKED QUESTIONS**

**Are you Certified and Licensed to Operate?**

Yes! Brow Innovation is a licensed tattoo studio and myself, as owner and microblading artist and designer, am also a registered nurse in Kentucky and Ohio. In my experience as a nurse I have worked for a dermatologist assisting with laser, sclerotherapy, chemical peels and other facial and skin procedures. I am also a certified permanent make-up/tattoo artist. My studio and myself as a microblading artist and designer are insured. I have completed a hands-on apprenticeship and received certification in microblading. I have received extensive training and certification in Blood Borne Pathogens as deemed necessary for tattoo artists by the Department of Health and Family Services in Northern Kentucky. **It is 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 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 – however, that is optional.**

**How is Microblading Different than a Traditional Eyebrow Tattoo?**

The older procedure and 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 unflattering colors. Brow Innovation services leaves the client with beautiful, 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.

**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 more skin than the other techniques, and for that reason many people think it is has a more subtle appearance.

* Looks like genuine hair strokes
* This technique typically fades the fastest
* Causes some trauma to the skin, 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
* Microblading is not the best technique for people with extremely oily skin or people who have bleeding disorders or bleed easily.

**Does Microblading Hurt?**

Every client is different and pain tolerance varies by client. Most clients describe the pain level as very minimal to none at all. Some find tweezing and threading more uncomfortable. At Brow Innovation we use the best topical lidocaine gel and liquid available to minimize discomfort. That being said, this is a still a tattoo. You will typically feel some discomfort. Based on experience, we would describe the feeling as like a slight sunburn. Very tolerable and worth it!

**How Long Does it Take?**

The process takes approximately 2/12 to 3 hours from the moment you walk in the door to completion of your beautiful new brows. The first hour or so is spent designing, measuring and shaping your new brows, marking and numbing the area. 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. There is no downtime!

**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 with 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 is up to you to be diligent about following the instructions given to get the best result!**And no matter how great they look, it is important to come for your touch-up appointment to get the final result.

**How Long Does it Last?**

This will vary client to client. If aftercare instructions are followed diligently, your new brows will last approximately 12-24 months on before they're mostly faded with 18 months being average. For some people, their brows will last even longer, and some less. Certain factors such as sun exposure, 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 12-24 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 technique used at Brow Innovation creates realistic, simulated hair strokes that look just like a real eyebrows! Your brows can be as big and bold or as soft and subtle as you like!

**Are There Some Clients Who Cannot Retain Pigment?**

Yes this does happen. Some people have highly effective immune systems that reject the pigment, and some just have highly effective skin healing. It's very rare, but it is important that all clients understand this is a possibility and in most cases, there is no way for us to know if this will take place prior to the work being done. Occasionally, we will recommend a third appointment to further touch-up the brow if the client is retaining some pigment after the first touch up, however anything beyond that would likely be too much for the skin and the client would likely not be a candidate for further permanent makeup.

**What if My Brows are Fading Faster Than I’d Like?**

If you notice that your brows are fading more quickly, we will revisit aftercare and lifestyle to make sure these things are not the issues. 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.

**SEE NEXT PAGE FOR HEALING PROCESS INFO**

**HEALING PROCESS**



