



Microblading Client Information Packet

Thank you so much for trusting me with your beautiful face! Prior to booking an appointment, we ask that all Housley Institute for Restorative Ink 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 me know if you have any questions or concerns about anything!

How do I 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 5-8 weeks after your initial appointment.

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. Thanks!

Cover Up of Prior Permanent Makeup

- **By consult only. 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 and loss of deposit if you arrive to your appointment and it cannot be covered.

Payment Policy

Housley Institute for Restorative Ink 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 schedule your appointment online.

Once you have selected your date and time, you can pay your non-refundable \$100 fee in order to secure your appoint. Note: Your appointment is not scheduled 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 Housley Institute for Restorative Ink 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!

For all permanent makeup appointments, a **72-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 72 hours prior to your appointment time to cancel or reschedule. Should you fail to cancel or reschedule your appointment at least 72 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 reschedule with Housley Institute. Once you pay the full cost of your original missed appointment, another deposit must be paid to reserve your 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.

If you are over 15 minutes late to any appointment, you will be asked to reschedule, and the same Cancellation Policy 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 Housley Institute for Restorative Ink, you acknowledge that you have read, understand, and agree to the Cancellation Policy.

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 those suffering from scarring, Trichotillomania, Alopecia and Cancer, or other diseases and disorders that have led to natural hair loss. Let Housley Institute for Restorative Ink will do all the work for you!

Who is NOT be a candidate?

- ✓ Allergy to Nickel (allergy test is needed before booking)
- ✓ Taking blood thinners
- ✓ Skin irritations near the area such as sunburn or Psoriasis
- ✓ Taking sun sensitizing medications (ex. 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
- ✓ Chemotherapy patients will need to check with their physician and provide a doctor's note
- ✓ People with conditions that cause them to bleed very easily (this impacts results)
- ✓ People with prior permanent makeup may not be good candidates for Microblading. This is determined by consultation.

FREQUENTLY ASKED QUESTIONS

Are you certified and licensed to operate?

Yes! Housley Institute for Restorative Ink is a licensed tattoo studio and all working artists are certified permanent makeup artists. The salon and staff are all insured. All artists completed a hands-on apprenticeship and received certification from or more permanent makeup artists and training academies. 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 Microblading artist, but also a licensed one to ensure your health is protected!

Do I need to shave my hair?

No! We will shape your eyebrows as needed with threading and/or tweezing and choose a color pigment that blends seamlessly with your natural brows.

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. Housley Institute for Restorative Ink 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.

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 Housley Institute for Restorative Ink, we use the best topical lidocaine cream available to minimize discomfort. That being said, this is still a tattoo. You will feel some discomfort. Based on experience, we would describe the feeling a slight burning, astringent like sensation. Very tolerable and totally 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.

How long does it last?

This will vary by client. If aftercare instructions are followed diligently, your new brows will last approximately 18 months before they're mostly faded. For some people, their brows will last even longer. Certain factors such as sun exposure, getting chemical peels, oily skin type, etc. will affect whether your brows will last on the higher or lower end of the expected 12-18 months. Also, some clients really prefer a fresh, bright look. Most clients opt to come in for Color Boosts every 12 months instead of waiting for their brows to completely fade.

Will it look natural?

Absolutely! The technique used at Housley Institute for Restorative Ink creates realistic, simulated hair strokes and/or powder fill that looks just like a real eyebrow! It's important you choose the right artist that can give you this realistic 3D look. Your brows can be as big and bold or as soft and subtle as you like!

Are there some clients who cannot retain the pigment?

Yes this does happen. Some people have highly effective immune systems that reject the pigment, and some just have highly effect skin healing. It's very rare, but it's 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, I will recommend a third appointment to further touch the brows up 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.

Should I wear makeup to my appointment?

Ideally yes. We would like to see how you look normally to help design your brows. It's helpful to see how you wear your makeup and hair, and what style of dress you choose. Also, we like to see how you do your brows and what color you use, if you're used to filling them in on a regular basis.

MICROBLADING PRE-CARE INSTRUCTIONS

Preparation is key for the best results. Follow the steps below for the best results, including before all touch ups.

- Avoid alcohol, caffeine, Aspirin, or Ibuprofen for 24 hours before the procedure.
- Because Botox can alter the position of your brows, it should be performed no later than at least 2 weeks prior to your appointment.
- Discontinue Vitamin A/Retinol products at least two weeks prior to treatment.
- Discontinue Fish Oil or Vitamin E one week prior to treatment.
- Thoroughly read all the forms given to you at the time of your appointment and ask any questions you may have.

- Be sure to advise us of any allergies, medical conditions, prior permanent eyebrow make-up and prescriptions you take **prior** to your appointment.
- Waxing prior to appointment is not necessary. However, if you due for a wax, please have make sure brows are waxed at least 3 days prior to appointment in order to reduce sensitivity.

Day of procedure: Please arrive at your appointment wearing your normal makeup. If you typically fill-in or pencil-in your brows, please do them as you regularly would.

MICROBLADING AFTERCARE INSTRUCTIONS

It usually takes around 7-10 days for the skin to heal. However, you should follow the aftercare instructions until your skin is completely healed. Your skin is healed when all flaking and/or scabbing is gone.

Day of treatment: ABSORB

- With medium pressure, blot the area with clean tissue to absorb excess lymph fluid. **Do this every 5 minutes until oozing has stopped, however long that takes.** Removing this fluid prevents hardening of the lymph, thus helping to prevent scabbing. Blotting is key!

Days 2-10 (until the scabbing stops): WASH AND MOISTURIZE

- **Gently** rinse your eyebrows each morning and night with water and a gentle soap (ex. Dial, baby shampoo, Cetaphil). With a very light touch, use your clean fingertips to gently cleanse the eyebrows. Rub the area in a smooth motion for 5-10 seconds and rinse with water ensuring that all soap is rinsed away. To dry, gently pat with a clean tissue or let air dry. **DO NOT** use any cleansing products containing acids (glycolic, lactic, or AHA), or any exfoliants.
- **We believe healing with little to no aftercare ointment is best! You should only apply Aquaphor if you are extremely itchy and uncomfortable.** If so, you can apply a rice grain amount of Aquaphor with a cotton swab and spread it across the treated area as needed. **Be sure not to over-apply as this will suffocate your skin and delay healing.** The ointment should be barely noticeable on the skin. Never put the ointment on a wet or damp tattoo.
- **Do not rub or pick at your brows. This can cause scarring, blurring, and/or infection. Should there be any scabbing, let them fall off naturally.**
- Aside from your daily gentle washes as noted above, do not soak your brows in water until healed (ex. bath tub, sauna, pool, or hot tub). When washing your face, wash around

the brow area. Showers are fine but limit them to five minutes to prevent too much steam around the brow area.

- Avoid facials, chemical treatments, and Botox until your brows are healed.
- Do not allow makeup, lotions, or other products to touch the treated area. No brow makeup until healed!
- Stay out of direct sunlight and tanning booths. You can go outside of course! Avoid laying out at the pool or a beach until your brows are healed. If you are going to the beach or pool wear a hat that shields your brows from the sun until you're healed, like a visor or baseball cap.
- Consult a physician if you have ANY signs of infection, which could include redness in the brow area (aside from the first few hours after your appointment), foul smell, green or yellow discharge, and/or fever.
- Should you have any questions or concerns, please call or text us at (513) 454-6911.

LONG-TERM AFTERCARE –AFTER YOUR SKIN HAS FULLY HEALED

- Inform your technician of your semi-permanent brows at the time of any laser procedures or MRIs.
- Always use a good sunscreen to protect your brows from fading caused by sun exposure. Extreme sun exposure can and will fade your pigment. This can be minimized by applying a good sunscreen of at least SPF25.
- Be aware that the use of chemical peels, exfoliants, strong facial products and bleaching agents in the forehead region can expedite the fading of your semi-permanent brows.

HEALING STAGES

- **Day 1: Your brows look great!** Some clients may feel their new brows look a little harsh and bright, but this will soften as they heal. Redness and puffiness will dissipate within a couple of hours. Minor soreness may remain, but typically no medication or ice is needed.
- **Days 2-4: Your brows may feel darker and bolder than intended.** 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 face makeup!
- **Days 5-7: Your brows may begin to flake or scab and fall off.** This step is normal and necessary. Whatever you do, do not pick at your brows. Let them naturally flake off.
- **Days 8-10: Your brows may appear several shades lighter once the scabbing is gone.** Don't panic! 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 may feel relieved to 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, or making one higher or lower, etc. Not to worry, that's why we have touch up appointment.

MICROBLADING HEALING PROCESS:



Day 1: OMG! I LOVE my new brows!!!



Day 2–4: I don't know... maybe this color is too dark?



Day 3–5: Oh no! My brows are scabbing and falling off!



Day 8–10: What the heck?!? My brows are gone!!!



Day 14–28: Thank goodness my brows are coming back! Any patchiness or unevenness will be taken care of at my follow up appointment!



Day 42+ (post touch up) They're absolutely beautiful and perfect! I'm so happy!

