

Brows By Jessy Permanent Makeup Information Packet

Thank you so much for trusting me with your beautiful face! Prior to booking an appointment, I ask that all clients review the information below in full to ensure you are properly informed about my payment and cancellation policies, consent and client record forms, frequently asked questions and more. It is 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 about anything.

*Please note that my studio is located on the second floor requiring you to walk up a flight of stairs! If you are unable to walk up a flight of stairs for any reason, I am sorry but I will not be able to accommodate you.

*The procedure requires you to be still and lie flat on your back for extended periods of time.

How do I book an appointment?

Please only book when you are sure you are ready, although this is not a traditional tattoo- it is still a tattoo.

Once you have reviewed the information packet and asked any questions you may have, we can then choose your appointment date. I will then send you the link to pay the required \$100 non-refundable booking deposit that will go towards your total and secure your appointment. Your appointment is not considered booked until the deposit is paid, so be sure to do that as soon as possible!

Remember to bring your photo ID to your appointment

It is strongly recommended that you schedule your second appointment at or before your first appointment

PLEASE INFORM ME OF ANY PRIOR PERMANENT MAKEUP, AT THIS TIME I WILL ALMOST NEVER BE DOING A COVER-UP; ESPECIALLY WITHOUT PHOTOS, OR A CONSULTATION! This is still true no matter how long ago it was done or how light it might appear. There are many factors that go into working over someone else's work!

Powder Brow pricing

Total: \$400

Booking deposit- \$100 (required)

Initial session- \$200

Second session- \$100

*All brows require 2 sessions; your brows are not complete until you have received both treatments.

I accept all major credit cards, debit cards and cash. No checks or money orders!

Cancellation policy

Please read this policy before booking your appointment, so you fully understand. While I am ever so grateful for all my wonderful clients, timely and efficient service is necessary for me to provide outstanding customer service. If you fail to comply with these policies, I am unable to service everyone in a fair and efficient way. Customer satisfaction is my highest priority, and these policies exist to give all clients the absolute best experience possible. I am so thankful for your business.

For all permanent makeup appointments, a 48-hour notice is required 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, another non-refundable deposit is required to book another date.

If you are over 15 minutes late to any appointment you may be asked to reschedule, and the same policies apply. This is because all clients receive thorough consultations and detailed, precise work. As a result, I will not rush your appointment or others.

There will be no exceptions to these policies. By booking your appointment with me 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 do not 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. Any person who struggles with getting that perfect shape that the celebrities and YouTube makeup artists always seem to have. Other clients include Cancer survivors, those suffering from scarring, Trichotillomania, Alopecia or other diseases and disorders that have led to natural hair loss. Let me do all the work for you!

Who may NOT be 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 last year
History of keloid scarring
Auto-immune deficiencies
People suffering from severe acne
Pregnant women
Nursing women should discuss with their doctor
People with conditions that cause them to bleed very easily
People with prior permanent makeup may not be good candidates.
This is determined by consultation.

FREQUENTLY ASKED QUESTIONS

What is Ombre Powder Brows?

This technique is done with a small machine that gently inserts pigment into the skin that looks very soft and misty. No hair strokes are placed, so the brow is fully covered with a light color, and little pigment is placed at the start of the brow for a soft look. This does not look like old traditional block brows!

It's soft and pretty, like a light makeup fill. No hair strokes are created with powder brows, it lasts longer than the other techniques, has minimal trauma to the skin, requires less touch ups, is great for all skin types, is the best option for people who bleed and who desire the most coverage possible

Do I need to shave or wax my brow hair?

No! I will shape your eyebrows as needed with threading, 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 or threaded several days before your appointment – but that is optional.

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. I use the best topical lidocaine cream available to minimize discomfort. That being said, this is still a tattoo. You will typically feel some discomfort. Based on experience, I would describe the feeling as a slight burning, astringent like sensation. Very tolerable and worth it!

How long does it take?

The process takes approximately two to three 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. 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, this is 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 final results are only about 50% in my control. Once you leave it's up to you to be diligent about following the aftercare instructions you are given to get the best result! No matter how great they look, it's important to come for your touch up appointment to get the best final results. This is a 2-step process, so even if you have some things you want to tweak after the first appointment, no worries! I will continue to work on your brows at your touch up. Trust the process!

How long does it last?

This will vary by client. If aftercare instructions are followed diligently, your new brows will last approximately 12-24 months before they're mostly faded; 18 months is average. For some people, their brows will last even longer, and some less. Certain factors such as sun exposure and 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 12-18 months. I 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 creates realistic, simulated powder fill that looks just like a real eyebrow! 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 effective skin healing. It is very rare, but it is important that all clients understand that this is a possibility and, in most cases, there is no way for me 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 second session, 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.

Pre-Appointment Prep:

- Avoid alcohol, caffeine, aspirin or ibuprofen 24 hours before procedure
- Because Botox can alter the position of the brows, it should be performed at least 2 weeks prior to your appointment.
- Discontinue Vitamin A/ Retinol/ harsh products for at least 2 weeks prior to your appointment.
 - Avoid sun exposure, cannot be done on sunburn
- Thoroughly read all the forms given to you at the time of your appointment and ask any questions you might have.
- Be sure to advise me of any allergies, medical conditions, prior permanent makeup and any prescriptions you take prior to your appointment.

Aftercare:

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 dry tissue to absorb excess lymph fluid. Do this every 5 minutes for the full day until oozing has stopped. Removing this fluid prevents hardening of the lymph, thus helping to prevent scabbing. Blotting is key!

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

- Gently rinse your eyebrows each morning and night with water and a gentle soap. With a light touch, use your clean fingertips to gently cleanse the eyebrows. Rub the area in a smooth motion for 10 seconds and rinse with water ensuring that all soap is rinsed away. To dry, gently pat with a clean tissue or air dry. DO NOT use any cleansing products containing acids (Glycolic, lactic, AHA) or any exfoliants.
- Apply a rice grain amount of Aquaphor with a cotton swab and spread it across the treated area only 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 for 4 weeks.

