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**Embody ink Studio Policies**

At **Embody ink**, we are committed to providing the highest level of care, artistry, and professionalism. To ensure the safety, comfort, and satisfaction of our clients, we have established the following policies:

**1. Appointment Scheduling & Deposits**

* **Appointments:** All appointments must be scheduled in advance. Appointments are reserved upon payment of a **non-refundable deposit**.
* **Deposit Policy:** A deposit of **$100–$200** (depending on the service) is required at the time of booking to secure your appointment. This deposit will be applied to the cost of your procedure.
* **Rescheduling Policy:** We understand that life happens. If you need to reschedule, please notify us **at least 48 hours** before your appointment. Any rescheduling request made within **24 hours** of your appointment may result in a **forfeited deposit**.
* **No-Show Policy:** If you do not show up for your appointment without prior notice, your deposit will be forfeited, and you will need to pay a new deposit for any future appointments.

**2. Cancellations & Refunds**

* **Cancellation Policy:** If you need to cancel your appointment, please notify us **at least 48 hours** in advance. A full refund of your deposit will be issued if the cancellation is made within the specified time.
* **Refund Policy:** Permanent makeup services are non-refundable. Results can vary based on skin type, lifestyle, and aftercare. We offer a **free touch-up** within **6-8 weeks** after your first procedure (for specific services).
* **Touch-Up Policy:** A complimentary touch-up session is offered for **6-8 weeks** after your first procedure. Any touch-ups requested after the 8-week period will incur a fee.

**3. Health & Safety**

* **Medical History:** You must complete and sign a **Medical History and Consent Form** before your procedure. Please inform us of any medical conditions, medications, or allergies you have that may affect the healing process or the outcome of your procedure.
* **Health Requirements:** You must be in good health to undergo permanent makeup procedures. Pregnant or nursing individuals and those with certain medical conditions may not be eligible for services. Please consult your physician prior to scheduling if you have any concerns.
* **Skin Conditions:** Active acne, eczema, rosacea, or other skin conditions may affect the procedure’s outcome. It is essential that you are free from active skin conditions in the treatment area prior to the appointment.

**4. Late Arrivals**

* **Late Policy:** We strive to stay on schedule for all clients. If you arrive late, your appointment time will be shortened, and the full service fee will still apply. If you are more than **15 minutes late**, we may need to reschedule your appointment, and your deposit will be forfeited.

**5. Aftercare Instructions**

* **Client Responsibility:** Aftercare is crucial to the success of your permanent makeup procedure. We will provide you with detailed **aftercare instructions** that you must follow diligently to ensure proper healing and optimal results.
* **Healing Time:** Healing time can vary from person to person, but generally, it takes **7-14 days** for the skin to fully heal. You must avoid activities such as sun exposure, swimming, makeup application in the treated area, and harsh exfoliation during this time.
* **Fading & Touch-Ups:** Permanent makeup will fade over time, and some areas may require touch-ups for maintenance. For best results, touch-ups are recommended every **1-2 years**.

**6. Client Expectations**

* **Realistic Expectations:** While we strive to provide the best results, permanent makeup is an art form, and results can vary. We cannot guarantee a specific outcome, as each individual’s skin, lifestyle, and healing process may influence the final result.
* **Shape & Color:** We work closely with clients to determine the shape, color, and design that will complement their features. However, ultimate satisfaction depends on communication, and it is important that you express your preferences clearly prior to and during the procedure.

**7. Photography & Media Release**

* **Photo Consent:** As part of our studio’s marketing, we may take before and after photos of your permanent makeup procedure. These photos may be used on our website, social media, and promotional materials. By signing our **Photo Consent Form**, you agree to allow the studio to use these photos.
* **Confidentiality:** Your privacy is important to us. Any images used will be done so with respect to your wishes, and no identifying personal information will be shared unless you consent.

**8. Behavior & Conduct**

* **Respectful Environment:** We request that all clients maintain a respectful attitude toward staff and other clients. Any inappropriate behavior, including verbal or physical abuse, will not be tolerated and may result in immediate termination of services.
* **Accompanying Guests:** Due to the intimate nature of the procedures, we ask that you come alone to your appointment. Please do not bring children or pets to your appointment.

**9. Pricing & Payment**

* **Pricing Transparency:** All prices for services are quoted prior to your appointment. We accept **credit cards, debit cards, and cash** for payment. Please inquire about any discounts or packages available at the time of booking.
* **Gratuity:** Gratuity is not included in the service price but is always appreciated for excellent service. Gratuity is at your discretion.

**10. Liability Waiver**

* **Acknowledgment:** By signing our consent forms and proceeding with the procedure, you acknowledge that you have read and understood our policies and consent to the terms outlined. You understand that **Embody ink** and its staff are not liable for any side effects, complications, or dissatisfaction resulting from the procedure if aftercare instructions are not followed.

**11. Studio Etiquette**

* **Cleanliness & Comfort:** We maintain the highest standards of cleanliness in our studio. We ensure a clean, sterile environment to minimize the risk of infection and provide you with the most comfortable experience.
* **Consultation:** We offer free consultations for first-time clients to discuss the procedure, answer questions, and tailor services to individual needs.

**12. Privacy Policy**

* **Client Information:** Your privacy is important to us. All personal and medical information will be kept confidential in compliance with applicable laws and regulations.

**By signing below, you agree to abide by all policies outlined above for your permanent makeup procedure.**

**Client Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

These policies will provide your clients with clear guidelines and expectations for their permanent makeup experience at **Embody ink**, while maintaining professionalism and safety standards.