

# Posh and *Pretty* BROWBAR

Read this  
before your  
appointment!

## *Everything You Need to Know About PMU Brows*



# Hello Pretty!

Thank you for choosing and trusting me with your brow transformation!

Prior to booking an appointment, I ask that all Posh and Pretty clients read and review the information below in full to ensure they are properly informed about my policies, 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 us know if you have any questions or concerns about anything!

I look forward to seeing you soon!

---

# **Ombre/Powder Brows and Combo Brows- What Are They?**

All of the techniques I offer are considered permanent makeup (or tattoos) to help you look younger, more refreshed, and more put together with NO effort!

Specially, all of our brow permanent makeup techniques involve the insertion of ink into the skin to create a natural looking eyebrow.

Because all procedures result in eyebrows that will be on your face for while, it's important that you understand exactly how all this works so you can make the right decision. I look forward to earning your trust, and this information packet is the first step!

---

# I Offer Two Types of Permanent Brows

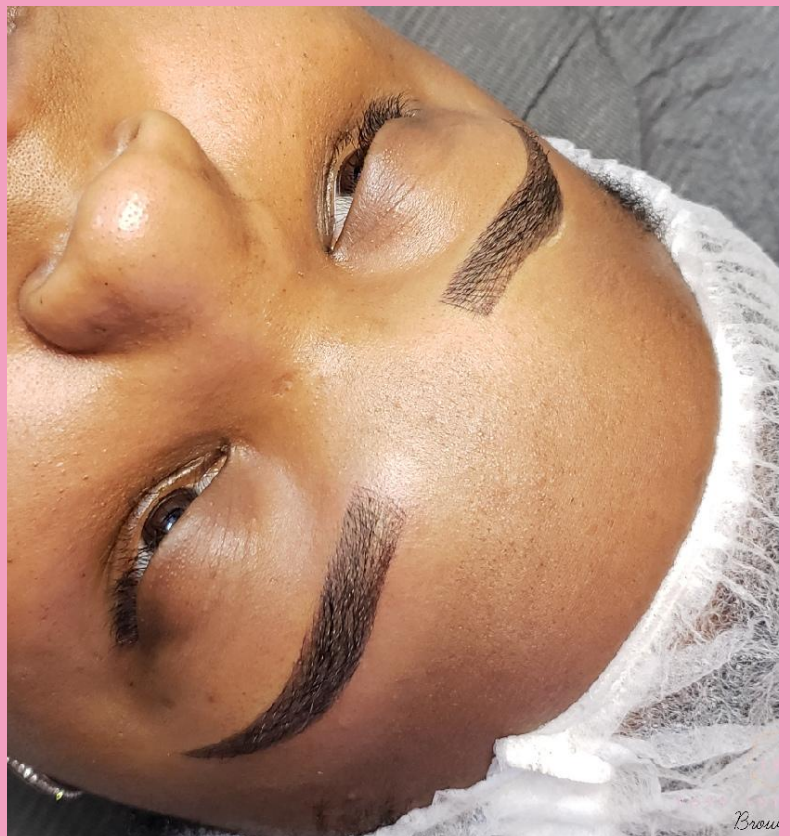
## OMBRE/POWDER BROWS

THIS TECHNIQUE A LOOK SIMILAR TO FILLING BROWS WITH A BROW PENCIL OR POWDER. THE SHADING IS LIGHTER AT THE FRONT AND DARKER TOWARDS THE TAIL, WHICH GIVES AN OMBRE EFFECT. REQUIRES FEWER TOUCH-UPS. NOT RECOMMENDED FOR CLIENTS WITH EXCESSIVELY OILY SKIN.



## COMBO BROWS

THIS TECHNIQUE IS A COMBINATION OF MICROBLADING AND SHADING TECHNIQUES WITH MICROBLADING IN THE FRONT OF THE BROW ONLY AND SHADING THROUGHOUT THE REST. NOT RECOMMENDED FOR CLIENTS WITH EXCESSIVELY OILY SKIN.



---

# CANDIDATES

## 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 makeup, 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 cancer survivors, those suffering from scarring, Trichotillomania, Alopecia, or other diseases and disorders that have led to natural hair loss.

Let Posh and Pretty do all the work for you!

---



# CANDIDATES

## Who Is NOT A Good 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 or fillers within the last 2 weeks

Accutane within the last year

History or keloid scarring

Auto-immune deficiencies

Severe acne

Pregnant women

Nursing women should discuss with their doctor

Those with conditions that cause them to bleed very easily

Diabetics and high blood pressure

# Book an Appointment

Once you have reviewed the information in this packet, ask me any questions. Next you may schedule your appointment online at [www.poshandprettybrows.com](http://www.poshandprettybrows.com) or you may contact me to schedule a date. If you contact me, you will be set an invoice for the required \$50 deposit to secure your appointment. **Your appointment is not considered booked until the deposit is paid, so be sure to pay as soon as possible.** Remember to bring your photo ID to your appointment.

**Also, it's very important to book your touch up appointment!** This is to ensure that you get a date and time that works for you before my schedule books up. The touch-up appointment should be 6-8 weeks after your initial appointment. **If you do not come in within 8 weeks from your first appointment you would need to then book a paid touch-up.**

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. I cannot cover some eyebrow tattoos that I see and I need to ensure you have the results you deserve.

Please note that children and extra guests are not allowed in the salon due to safety reasons and limited space. Unfortunately, if you arrive with children or extra guests, they will be asked to wait in the car.

# Policies

## **Prior Permanent Makeup**

By consult only. Sometimes I cannot work over other artist's work. Please contact me to discuss BEFORE booking. If you have ever had permanent makeup before, you must let me know prior to booking so I can make sure it can be covered, 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**

Posh and Pretty accepts all major credit cards, debit cards, PayPal, Cash App, and cash. No checks or money orders. **All permanent makeup appointments require a non-refundable \$50 booking deposit to book.**

This deposit fee goes toward your total investment and holds your spot on the calendar. Please call, text, email, or message to book your appointment ,or do so online. Your appointment is not booked until you have paid your deposit. Please review my cancellation policy below prior to booking.

## **Booking Policy**

I do request that appointments are booked no less than 48 hours prior to the scheduled time. You must pay a \$50 retaining fee to secure an appointment slot. If you cannot keep your appointment for any reason, please cancel it. Please do not book multiple appointments without the intention of keeping it so that my calendar is open for other clients. All appointment cancellations must be made 48 hours prior to the scheduled appointment. If you cancel your appointment less than 48 hours in advance, you will be charged a 50% late cancellation fee. Retaining fees will be deducted from the total cost of service provided that no cancellation are made be by the client or deemed necessary by Danielle Johnson due to medical conditions.



# Policies (Con't)

## **Booking Policy**

Should you cancel or reschedule your free 6-8 week touch up appointment within 48 hours or no call/no show for your appointment, you will be required to pay for your touch up. The costs of touch ups beyond 8 weeks are listed on the website.

If you are more than 15 minutes late to your appointment, your appointment is considered cancelled and your deposit is forfeited. You will be asked to reschedule and the policies above will apply. This is because all clients receive thorough consultations and detailed precise work. As a result, I 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 reschedule. There are no exceptions to this policy. By booking your appointment with Posh and Pretty Brow Bar, you acknowledge that you have read, understand, and agree to the cancellation policy.

## **Refund Policy**

All sales are FINAL. There are no refunds for services rendered. Reasonable accommodations may be provided for customer satisfaction at the SPMU Artist, Danielle Johnson and Posh & Pretty Brows' discretion. To reserve an appointment a retainer fee is required. All retaining fees are non-refundable. Late arrivals, 20 minutes or more past a scheduled appointment, are subject to cancellation. If the client cancels for any reason or if Danielle Johnson of Posh & Pretty Brows finds that a client's medical condition would interfere with the performing of services, then the pre-scheduled appointment will automatically be canceled and there are no refunds.



# F.A.Q

## **Are you certified and licensed to operate?**

Yes! Posh and Pretty is a licensed tattoo studio and I am a certified permanent makeup artist. I received certification from one or more permanent makeup artists and training academies. I have trained with some of the best trainers in the world all over the US - Metier by Val Ross, Luxk Brows & Co., Shay Danielle, Jenn Boyd Ink, and Kristina Melnicenco to name a few. I 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 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! I 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 – but that is optional.

## **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. Posh and Pretty's 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. Note that everything I do looks natural, but all permanent makeup is still a tattoo. There are just dozens of techniques.

# F.A.Q

## **What is the difference between the techniques?**

### **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 a lot more skin than the other techniques, and for that reason many people think it's the most subtle.

- Looks like hair strokes
- This technique typically fades the fastest
- More trauma to the skin over time, 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
- Not the best technique for people with extremely oily skin or people who bleed

### **Combination Brows:**

This technique blends both hair strokes and shading into one blended outcome.

First microblading is done, then another tool is used to provide a soft diluted version of color to fill the space between strokes. This makes the brow look fuller and slightly more pigmented than can be achieved with just microblading alone.

- Looks like hair strokes but with a lot more coverage
- Lasts longer than microblading
- Still some microblading, however less is needed than with microblading alone therefore less touch ups needed, thus less trauma to the skin
- Best option for those with little to no hair, or large holes in their natural brows
- Better option for people with oily skin
- Not the best technique for people who bleed

### **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
- Lasts longer than the other techniques
- Minimal trauma to the skin
- Less touch ups required
- Great for all skin types

# F.A.Q

## **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 Posh and Pretty, 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, we 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 3-4 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. This is a 2 step process, so even if you have some things you want to tweak after the first appointment, no worries! We will continue to work on your brows at your touch up.



# F.A.Q

## **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 on average 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 techniques used at Posh and Pretty creates realistic, simulated hairstrokes and/or 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!

## **What if my brows are fading faster than I'd like?**

We will revisit aftercare and lifestyle to make sure that is not the issue. 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.

## **What if I have concerns about my brows after they heal?**

Complete customer satisfaction is my goal! If you have concerns about your brows after they've healed please call or text me right away so we can discuss! I am here to help, don't be shy!



# Pricing

## Permanent Brows:

Combo Brows - \$350

Ombre/Powder Brows - \$350

Cover up of Previous Work: \$375

## Touch Ups:

Touch up (within 6-8 weeks): Included with initial service fee

Touch up (within 9 weeks- 6 months) - \$75

Touch up (6 months- 1 year) - \$150

Posh  
and Pretty  
BROWBAR

## Brow Grooming:

Basic Brow Shaping - \$25

Pretty Package Monthly Grooming Service - \$40/month

## Saline Tattoo Removal:

24- 48 Emergency Brow Removal: \$100

Healed Brows/ Tattoo Removal: \$100 per session

# Before Care

Avoid plucking or waxing your brows less than 72 hours prior to appointment

Avoid caffeinated drinks the morning of your appointment

Avoid exfoliators 72 hours before services. Ex. skincare products that contain glycolic acid, Re-tin A, Renova, and alpha hydroxy acids. No face scrubs or chemical peels at least two weeks prior

\*\*Avoid alcoholic beverages, ibuprofen/aspirin, and any medication or vitamins that may thin out your blood or work against the numbing process 24 hours prior to your appointment \*\*

Be sure to advise us of any allergies, medical conditions, prior permanent eyebrow make-up and prescriptions you take prior to your appointment.



# After Care

## **General Instructions:**

Do not wipe off Cavillion ointment that was applied the day of your procedure; allow it to soak into work sink

Do not touch brows for 7 to 10 days after your procedure

Do not put soap or water on brows during the healing process; if you experience lymph clear body fluid) formation, you may cleanse with purified water once every hour for the first two days following your service

No showers, swimming, saunas, or strenuous exercise (excessive sweating)

## **Normal/ Dry Skin:**

Day of service: Leave Cavillion ointment on and allow it to absorb into your skin

Day 2-3: Do not apply anything to brows

Day 5-14: Apply a small amount (the size of a grain of rice) of Aquaphor once a day at night. Put it on so thin that you don't have to wipe it off and let it absorb overnight. Apply nightly until scabs fall off

## **Oily Skin:**

Day of Service: Leave Cavillion ointment on; allow it to absorb into your skin

Day 2-14: Do NOT apply Aquaphor or any other ointment to brows; allow scabs to fall off naturally

# Healing Process

## Day 2

The pigment in the brow area may appear visibly darker than the initial color on the first day. This is a result of the natural oxidation process that takes place in the skin once pigment has been implanted. The pigment is reacting slowly with oxygen in the air, turning it darker.

## Day 3

The skin in the brow area should form a crust-like appearance. You should continue to place a moderate amount of ointment on your brows. Avoid over-applying the healing ointment.

## Day 4-8

The skin in the brow area will continue to crust. During this time, you should experience shedding of the previously formed crust. Please do not pick at the scabbing skin, instead allow it to naturally shed.

**IMPORTANT: If you peel the crust prematurely, you take the risk of losing the pigment behind it or minor scarring.**

## Day 9

The crust should have completely shed and the pigment behind will look very faint. DO NOT PANIC!! The color will return gradually in the weeks to come. The average client will see a return by week two. However, the average healing time is four weeks.

## Day 30

Your brows should appear 30% lighter, and with a soft powdery finish. Please be advised that these are semi-permanent brows and will gradually fade. Your lifestyle and skin type determine the longevity of the brows. Avoid direct sun exposure, place sunscreen daily and enjoy your new brows!

# **C u s t o m e r S e r v i c e**

## **P r o m i s e**

**Please know that at Posh and Pretty Brow Bar, your satisfaction is my priority. If something doesn't seem right with your brows, please contact me right away so I can help!**

**Note that it's critical that you follow the aftercare perfectly to make sure your results are as expected and long-lasting.**

### **Contact Information:**

**Phone: (832)224-6579**

**Email: [info@poshandprettybrows.com](mailto:info@poshandprettybrows.com)**

**Website: [www.poshandprettybrows.com](http://www.poshandprettybrows.com)**