

PMU 101:

everything you need to know before committing to permanent makeup



BY CHLOE JEFFERSON

@thebrowboutiqueco

browboutiquecompany@gmail.com

CONTENTS

An introduction to PMU	3-4
An overview	5-8
Coverups and corrections	9
Contradictions	10
Preparing for the service	11
Aftercare	12
Testimonials	13-15
FAQ	16-18
Conclusion	19



AN INTRODUCTION TO PMU

INTRODUCTION TO PMU

WHAT IS IT EXACTLY?

Permanent Makeup is a form of a tattooing that focuses on cosmetic enhancements. Types of cosmetic tattooing include but are not limited to: scalp micropigmentation, eyeliner, lipcolor, freckles, eyebrows, areola repigmentation, and camouflaging for scars and stretch marks.

HOW IS IT DONE?

MACHINE: Using digital, rotary, or coil tattoo machines to create lines and/or pixels. This is used for all of our other services. We almost exclusively use digital machines (versus heavy coil machines traditionally used for body art), as they're meant to create lighter, softer results.

MANUAL (not used yet at The Brow Boutique): Using sterile, single-use hand-tools to create lines and/or pixels.

Unlike traditional tattoo artists, PMU artists are trained to work very shallow in delicate areas of the skin. This is how we achieve crisp, precise results that heal quickly and don't blur over time. Most PMU services begin with paperwork, consulting, "before" photos, and mapping/pre-drawing. We use numbing agents throughout to minimize discomfort, and finish with aftercare instructions, "after" photos, and booking a follow-up if needed.

WHEN'S THE RIGHT TIME?

Whenever you're totally, 100%, absolutely ready! Most of our clients debate for about a year before committing. PMU is not something to rush into! It's best to research the service you're interested in, how it ages, what it's like to have done, and most importantly: which artist is right for you. When you feel fully informed on the process, trust your artist, and can commit to proper aftercare, it's time.

WHO SHOULD CONSIDER IT?

- Finds makeup to be frustrating.
 - Needs to save time and energy in the morning.
 - Lacks confidence without makeup.
 - Has a lifestyle that makes wearing/maintaining makeup difficult.
- Ex: Nurses working very long hours, athletes, avid campers, on-call workers, new moms...
- Is unhappy with changes to their appearance resulting from injury, illness, or aging.
 - Has unsteady hands or poor eyesight that make it difficult to apply makeup.

WHY SHOULD I READ THIS WHOLE EBOOK?

Going into anything unprepared can make it stressful, difficult, and sometimes scary! Fully reviewing this eBook will ensure the best possible experience and best possible result for you. It benefits you and your artist.

You'll be confident in your decision, be fully informed on contraindications/preparations, experience no surprises at your appointment, and know exactly how to care for your new PMU.

AN OVERVIEW

BROWS

Permanent brow makeup is a very popular service, for one main reason: Most women identify their brow pencil as the one cosmetic item they can't go without... and the one that's most frustrating! Filling in your brows for just 5 minutes per day, adds up to 30 hours per year. Getting that time back and waking up with full shapely brows that perfectly frame the face... is absolutely priceless.

We offer two methods of permanent brow makeup at The Brow Boutique: Powder Brows, and Combo Brows (manual microblading coming soon). This is a major point of difference between us and neighboring permanent makeup studios. While many of our clients request Microblading, it is only suitable for about 25% of them! In the next section, you'll learn the differences between each method, and which one is right for you. We will only perform services on clients that are suited for them, to protect your investment, maintain our integrity as artists, and provide you with the best possible result.

Beyond selecting the right method for you, there are many other ways that we perfectly tailor our brow work to each client. When determining intensity, shape, size, and color, we consider your preferences, natural growth, natural brow color, skin type, and skin tone.

PRICES

- Powder Brows, 3 hours, \$600
- Combo Brows, 3 hours, \$650
- 6-Week Brow Touchup, 1.25 hours, Price included
- Color Boost: Powder Brows: 2 hours, \$250
- Color Boost: Combo Brows, 2 hours, \$300



MORE ON BROWS

POWDER BROWS

Powder Brows, as opposed to microblading, do not feature hair strokes. Instead, a soft "background color" is added to the brow, that heals looking subtle and powdery. For the most natural-looking result, the color softly diffuses at the head of each brow; they are never harshly squared off. Clients with oily, sensitive, heavily creased, delicate, or thick skin will have the best healed result with this method. It's also typically the best option for coverups and corrections (more on this soon!) This method typically needs refreshing every 2-3 years.

COMBO BROWS

Combo Brows feature hair strokes and powder shading! It's the best of both worlds, and more customizable than one of those two methods alone. This method is best for clients with little/uneven hair and normal/dry skin that is not too thin, thick, or sensitive.

Combo Brows typically require maintenance every 2-3 years.

MICROBLADING

Microblading is a form of permanent brow makeup originating in Japan, also referred to as eyebrow embroidery, eyebrow feathering, or hairstroking. "Strokes" are created on the skin to imitate the look of real brow hair, in a precise pattern that flows with your natural hair growth. Microblading is not a substitute for makeup; it will not create a "filled in" look. It is best for normal/dry clients with evenly-distributed brow hair*, and with skin that is not too thin, thick, or sensitive. Microblading typically needs refreshing every 1-2 years.

THE LIMIT:

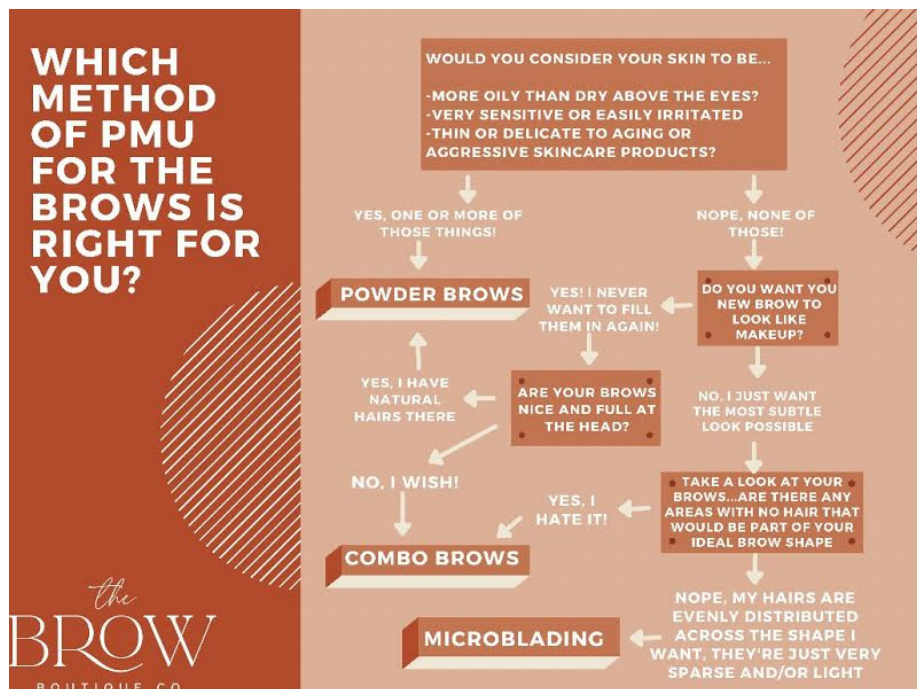
Unlike other methods of PMU, microblading should only be done about 5-6 times total, including touchups. If done improperly, that limit changes to about 1-3x. At this point, there is little negative space left between the hairstrokes, so a shaded look is starting to take effect. Additionally, microblading can be quite traumatic to the skin. Even the most skilled artists often create scarring when using this method. When the strokes have become too thick, and the skin has been scarred, you do not need to quit having PMU done all together! You just need to switch over to ombré shading. This method will not only prevent further scarring, but restore the quality of the skin over time.

*Brows with "evenly-distributed" natural hair do not have prominent gaps or super-dense areas.

STILL UNSURE WHICH METHOD IS BEST FOR YOU?

USE THE CHART BELOW...

But please note that this chart does not apply to those with previously done permanent brow makeup. More on coverups and corrections later! If you've already booked your brow service and are now finding that you're better suited for a different method, no worries! Just reach out to us ASAP so that we can accommodate you.



NOW, HERE'S WHY THIS IS SO IMPORTANT:

Most of our clients request microblading, as it's super popular and marketed as the most natural-looking method. But when it's

done on the wrong client, the healed result is anything but natural.

- The strokes can "bleed" into a blurry mess.
- The strokes can heal to a very dark grey, almost-black color.
- Sometimes no pigment is retained, and only pink scars are left behind.
- It can be very obvious where there's real hair, and where there's not.
- It can be painful.

The vast majority of PMU horror stories come from artists that are only trained in microblading, and offering this method to every single client. It's a beautiful look when the stars are aligned for a proper healed result, but again, this is only the case with about 25% of our clients. If you had your sights set on Microblading and the chart above leads you away from it, please keep these two things in mind:

- We're looking out for your best interest! We only want you to have the best healed result possible.
- All methods are totally customizable. If soft & subtle is your goal, this can absolutely be achieved with an ombré or combo brow!

COVERUPS & CORRECTIONS

Anytime we are working over PMU that was previously done by another artist, it is considered a coverup/correction. In most cases, additional time is needed to color-correct the old tattoo or achieve even saturation throughout the new shape. For this reason, coverups and corrections are best done gradually: A first-timer session, a 6-week touchup, and then another 6-week touchup to perfect. In most cases, the Powder method is best.

However, corrective work is not always an option. When doing coverups and corrections, we can only add color, we can't take any away. This means that your desired result must be slightly thicker and darker/bolder than what you're starting with. So we unfortunately have to send many prospective clients away for removal.

Some previously done work just can't be saved, and it'd be better to start fresh. Particularly if your desired result is the hair stroke look, or overall softer than what you're starting with, pigment must be removed (The Brow Boutique will soon offer saline removal).

If you have previously done work that you'd like improved, please email photos and a brief history of the work you've had done to browboutiquecompany@gmail.com ASAP.

That info will help us determine the best course of action for your unique case.

As you can see, choosing the right artist from the start is critical. Most clients that need to seek out corrective work or removal, end up spending about 4x as much time and money on their PMU as they had anticipated. Yikes!

Note: "Color boosts" are maintenance appointments for clients returning to the same artist. Clients that are visiting a new artist, should always book as first-timers.

CONTRADICTIONS

MEDICAL CONTRAINDICATIONS THAT WILL REQUIRE A DOCTOR'S NOTE:

- Epilepsy
- Diabetes
- Current or completed chemotherapy treatments (within the last 2 years)
- Artificial heart valves
- Heart, blood, and/or liver disorders/diseases

MEDICAL CONTRAINDICATIONS THAT WILL PREVENT US FROM PERFORMING YOUR SERVICE:

- Allergies to dyes and/or numbing agents: Please make us aware of any allergies upon booking.
- Uncontrolled hemophilia
- HIV/AIDS, hepatitis, lupus, any immune disease/disorder, active staph/mrsa infections, and uncontrolled blood pressure issues: We do not anticipate desirable healed results when any of these concerns are present, and we cannot ensure that this will be a safe procedure for those with compromised immune systems.
- Acutane usage within the last year: The skin will be too thin/delicate to achieve a desirable healed result.
- Current antibiotic use
- Active psoriasis/eczema breakouts within 1" of the area to be treated
- Current steroid use
- History of keloid scarring after even minor injuries
- Pregnancy and/or breastfeeding: As tattoo inks/pigments are not regulated by the FDA, we cannot assume responsibility for the effects that they may have on non-consenting minors. additionally, anytime the skin is broken, there is a risk of infection. we cannot risk the transmission of a infection to an unborn or newborn baby. and finally, we cannot use numbing agents on pregnant/breastfeeding clients. numbing agents not only make these services comfortable, but are typically necessary for us to create the best work possible.

If any contraindications listed above prevent you from getting your service done on the day of, a cancellation fee must be processed, so please be sure to read this page thoroughly, and reach out with any questions right away. Additionally, if you choose not to follow through with your service after arriving for any reason, a cancellation fee must be processed.

PREPARING FOR YOUR SERVICE

- Remove any piercings obstructing the area to be treated.
- Do not exercise on the day of your service
- Avoid caffeine, alcohol, vitamin E, advil, and ibuprofen for 24h prior.
- Do not take fish oil or CBD oil for 1 week prior.
- Do not have electrolysis, laser hair removal, or any waxing done in the area within 1 week prior in case of burning/irritation.
- Minimize sun exposure and avoid tanning beds/booths for 2 weeks prior (we cannot work on sunburnt skin).
- Do not have botox or fillers done within 2 weeks prior.
- Do not use retinol or retina products on the face within 3 weeks prior.
- Take extra precautions 2 weeks prior to ensure there will be no broken skin or lesions in the area to be treated.
- If you are on an aspirin regimen, please speak with your doctor about possibly taking a break for the 2 weeks leading up to each service (initial and touchup). If possible, this will mean a much better healed result. If you're unable to take a break, we can still perform the service, but may have to alter it and cannot guarantee optimal results.
- Do not schedule any spa-grade peels within 6 weeks prior
- Brow growth serums: You must be "off" prescription serums for 4 weeks prior to your service, and off over-the-counter serums for 2 weeks prior. To protect your investment, do not continue using brow growth serums until 4 weeks after your touchup.



AFTERCARE

Most of our PMU clients report that the healing process was much quicker and easier than they expected it to be! Will it look a bit bolder and more makeup-y at first? Absolutely. Will you need to take a week off and hide in your bed? Absolutely not!

There's no need to take any time away from work or socializing during the healing process. It's over before you know it, and truthfully, you may be the only one that even notices something's off!

This easy healing is a result of us working shallow in the skin, only performing services on the right canvases, and providing you with specific, time-tested aftercare instructions.

HOW TO TAKE CARE OF YOUR NEW EYEBROWS

WHAT TO EXPECT VISUALLY:

When you leave, your brows will look bigger due to swelling, much warmer in color, darker, and more defined. This is normal. On days 3-5, your brows will begin to lightly peel and this will last for a few days. When the peeling is done, the brows will look lighter, cooler in color, and softer around the edges. By the time the skin fully heals through each layer (4-6 weeks), the color will have blossomed back up a bit.

WHAT TO DO:

For 10 days or until peeling begins, cleanse twice daily with plain antibacterial soap, and follow with a thin layer of Aquaphor. When you're cleansing, you want to be gentle, but do cleanse as if you're trying to remove something. When you're applying the Aquaphor, you'll only need about the size of a grain of rice for both brows combined. If you have thick/coarse brow hair, be sure to press the Aquaphor through to the skin. Once the peeling begins, you should stop cleansing and applying Aquaphor.

WHAT TO AVOID UNTIL PEELING IS COMPLETELY DONE, OR FOR 10 DAYS IF NO PEELING OCCURS:

Saunas, steam rooms, tanning beds, tanning booths, excessive steam/sweating, makeup or skincare within 1", picking, scratching, itching, sun, swimming, and spray tans.

WHAT TO AVOID INDEFINITELY:

Retinols/ acids/exfoliants within 1", and unprotected sun exposure.



TESTIMONIALS

Choosing a PMU artist can be scary! There are so many to choose from. And you've learned by now, that choosing the right artist from day one is important!

We could talk all day about our high safety standards, continuous education, and advanced artistry... But instead, take a look at what our clients have to say!



Beth Sanders

3 reviews · 1 photo



★★★★★ 2 months ago

"I can't say enough good things about Chloe and her business! Having very thin eyebrows for years I've always wanted to get the microblading done. I have shopped around and could not find any consistent pictures, when I came across Chloe work, I was very impressed. Chloe made me feel super comfortable and really confident about getting my eyebrows done. She showed me the shape and color that she was going to do and it was dead on with what I wanted and envisioned. I have gotten so many compliments on my eyebrows - believe me, I highly recommend her to everyone who compliments me! I am here to tell you if you have doubts. The Brow Boutique will erase all of your doubts. Thank you Chloe, I truly appreciate your professionalism and the great job you've done to make me look beautiful again!



Aimee Sullivan

3 reviews · 5 photos



★★★★★ a month ago

It's been about 3 months since I had my final touch up appointment with Chloe and I could not be happier with my brows!! As I told Chloe- they are completely life changing! Chloe is super sweet and easy to talk to during the appointments and you can tell she really knows her stuff and wants her clients to be happy. My new brows make my morning routine so much easier and make me feel more confident overall. If you've been contemplating getting your brows microbladed by Chloe- DO IT!



Reply



Like



Makayla Machovec

1 review



★★★★★ 6 months ago

I got my brows done by Chloe and I am beyond thankful I did! I have saved so much time with my makeup process now that I do not have to shape and fill my brows in. Chloe has the newest, greatest and latest brow techniques and is incredibly talented. She did an amazing job of explaining the process and walking me through each step to make me feel more comfortable. Whether you know exactly what you want or are needing direction, Chloe guided me with her expertise to the perfect brows for my face shape. I was hesitant to going through with this process, but boy was I wrong. If you are even thinking about getting your brows done with Chloe, DO IT! I am 10000% happy with her work and will forever be grateful that I made the decision. HIGHLY recommend booking with Chloe!



Reply



Like

**Joanne Coleman**

3 reviews



★★★★★ 2 months ago

I was nervous about getting microblading done because I was afraid that it wasn't going to turn out right. I did alot of research and came across The brow boutique, LLC, and upon looking at the before and after photos, they met my expectations so I decided to book an appointment. The booking process was easy and reminders was sent when my appt date was near.

When my appt day came, I met the owner Chloe, she was so nice, she made me feel comfortable, she was very informant about the whole microblading process, and 100% professional. Her set-up was lovely and relaxing. After she completed my brows, they were nothing short of perfect...and did I mention, I felt no pain at all. Chloe is amazing and I recommend her to everybody. I can't wait to go for my touch-up in June.

Thanks so much Chloe!

Joanne

**V Ho**

23 reviews · 2 photos



★★★★★ 2 months ago

I am so glad that I choose Chloe for my microblading service. I did my research. Checked reviews, price compared, viewed FB & IG, Groupon and Living social. All roads kept leading back to Chloe!! She was patient and answered all my questions during the consultation. She has a very calm demeanor and her working space reflects her energy. My brows turned out beautifully and I'm looking forward seeing the final result after the healing phase!!! I would definitely recommend Chloe to my family and friends!!!

👉 Reply 👍 1

**Kenya Green** 📌 recommends **The Brow Boutique.**

April 17 · 🌐

Chloe is amazing! Prompt, professional and knowledgeable. I absolutely love my brows. She told me everything to expect during the healing process and beyond. I am truly glad I made the decision. Signed, customer for life! Kenya Green

**Jasmin Diaz**

5 reviews



★★★★★ 6 months ago

I love Chloe and I love my new brows!!! She makes sure to go through everything she needs to and makes sure you're happy with the result !! Getting my eyebrows micro bladed was one of the best decisions i've ever made !! Completely worth the investment :) Go see Chloe !!

👉 Reply 👍 Like



Kia Gee ★ recommends **The Brow Boutique.**

May 4 · 🌐

...

I absolutely love my eyebrows. Chloe was amazing. Since it was my first time having this done she explained everything to me. I am very satisfied. I will return to get my touch up. Although she does use a blade it was no pain at all. There was a time or two that I felt pressure but nothing drastic at all. The environment is very clean and welcoming. I actually fell asleep. HAHA Also, the pricing is very reasonable for the results she give.



Madison Elizabeth ★ recommends **The Brow Boutique.**

December 8, 2020 · 🌐

...

I can't say enough how excited I was to get my brows done by Chloe! She immediately made me feel comfortable and talked me through each step as she was doing it. Chloe was very professional and informative, which helped calm my nerves. My brows look incredible and I can't wait to see what they will look like once they are fully healed!



Annie Conway Wissman ★ recommends **The Brow Boutique.**

December 8, 2020 · 🌐

...

This was my first time getting microblading done and I was blown away by Chloe's attention to detail and artistry. She made me feel comfortable through the entire process and was very receptive to my wants and needs. The shape of my brows is absolutely perfect and I've gotten so many compliments on them! Chloe is truly talented and you will be in very good hands with her!



Tiffany Jones ★ recommends **The Brow Boutique.**

June 11 · 🌐

...

I'm super excited about my brows. I wasn't sure what the tinting process was going to be like versus microblading but Chloe explained in detail and gave me the reassurance I needed to select the tinting. I've had to pencil in my brows for over fifteen years so this procedure is a game changer. Book with Chloe you won't be disappointed.

FAQ

IS IT REALLY PERMANENT?

PMU is sometimes referred to as semi-permanent makeup. This can cause a lot of confusion! It's permanent in the sense that it can't be washed or exfoliated away. Anytime pigment is placed under the skin, and lasts more than 6 weeks, it's considered to be permanent/tattooing. However, it's semi-permanent in the way that it will fade over time and need refreshing. For some clients it may fade away completely, and for others it may not. At The Brow Boutique, we refer to it as "permanent," because we want our clients to see it as a lifelong commitment.

HOW LONG HAVE PEOPLE BEEN DOING THIS?

Evidence of PMU actually dates back over 2,000 years! Then, in the early 1900s, the first PMU services were officially documented (in Europe). However, the industry has undergone major changes in just the last ten years. The techniques, pigments, and tools that are now available are more advanced than we ever thought possible. Permanent makeup is not what it was a decade ago!

I'VE SEEN SO MANY SCARY BROW TATTOOS, I'M WORRIED IT CAN'T EVER LOOK NATURAL..

10+ years ago, women (and men!) that were interested in permanent makeup were not seeking out natural-looking methods (as they weren't even available yet), and were often visiting traditional body tattoo artists for it. So those old, dark/discolored, misshapen brows that you often see on older women, aren't a representation of today's PMU, but yesterday's; a time when any PMU was better than none! Today, our techniques are wildly different. We're able to customize your result more than ever before. Whether you're looking for something natural, bold, full, thin, wispy, defined, light, or dark... It's achievable. That being said, there are absolutely artists still out there that can and will produce dark, thin, "old school" brows... As there are some clients that still want them! That's the beauty of modern PMU; there's an artist for everyone. Choose wisely!

HOW DO I KNOW WHAT WOULD LOOK GOOD ON ME?

That's where we come in! It's hard to be objective about your own brows, and envision different looks on yourself. As artists, we're able to narrow down the shape, size, color, and method that'd be best in your unique case, and satisfy your preferences. You can leave the heavy lifting to us!

WHAT IF I DON'T LIKE IT AFTER?

After reading through this eBook, browsing through our social media pages, and checking us out on Google, Facebook, and Yelp... You'll have a pretty good idea as to whether or not The Brow Boutique is the right PMU studio for you! When you've decided on an artist, you should feel confident in their ability to create the best look for you. If you don't feel that just yet, maybe sit on it for a few weeks! But if you do, the key is to come to your appointment with an open mind. We set out to create the most timeless look for every single client. Be prepared to fully trust the healing process, every step of the way. Then, if you're fully healed from your touchup and still not in love, don't stress! There are tons of ways to adjust your look, and we'll be there to help.

DOES IT HURT?

I know, I know. How could it NOT hurt, right? Wrong! Although PMU is a form of tattooing, we work so shallow in the skin to create light, powdery results. We just barely hit the 2nd layer of the skin. On top of this, we use numbing liquid throughout our services to make you as comfortable as possible. Many clients even fall asleep during their services. Not kidding! Once that numbing gel takes effect, it's smooth sailing. 95% of our clients say their services were much more comfortable than they expected.

FAQ CONTINUED

WHY IS IT SO EXPENSIVE?

Behind the scenes, there is a lot that goes into offering these services! To name just a few: supplies, insurance, licensing, education, accountants, rent/utilities, cleaning services, biohazard disposal... But we do our best to keep costs low, to give the gift of confidence to as many clients as possible!

SHOULD I BRING IN PICTURES OF WHAT I LIKE?

This can sometimes be helpful, but it's in no way necessary. Either way, we ask that you come in to your appointment with an open mind. What you love on someone else, may not be realistic or suitable for you, or match with your artist's style. This is one reason that it's important to select an artist who posts mostly healed work that you love!

WHY DO SOME BROW PHOTOS LOOK SO DARK, AND SOMETIMES ORANGE?

Permanent brows almost always heal cool. That means they become a little (or a lot) more ashy 1-2 weeks into healing. Certain skin types are even more prone to this. That being said, adding warmth will almost guarantee a more neutral healed result! And as we all know, it's the healed result that counts. A week of warm-toned brows, is better than a lifetime of grey/blue brows. The pigments that we use with our brow clients are pre-modified. That means we don't have to add in any warmth; these pigments arrive with the perfect amount already added. And not only does this protect you from a too-cool brow now, but it also keeps them looking warm/neutral for longer. That means less refreshing needed.

SHOULD I COME IN WEARING MAKEUP HOW I LIKE IT, FOR YOU TO SEE?

This can sometimes be helpful, and we understand if you're not comfortable traveling to the studio with no makeup on. But we ask that you do not wear any complexion makeup to your appointment. This makes our photo-editing process much easier!

I KNOW I'M SUPPOSED TO AVOID UNPROTECTED SUN EXPOSURE FOREVER, BUT I GO TANNING A LOT; WILL THAT AFFECT MY RESULTS?

You absolutely can't go tanning within 10 days of your appointment. But even tanning after that will impact your long-term results. Clients that go tanning regularly find that their PMU fades and cools in color much more noticeably than clients who limit sun exposure.

WILL I STILL HAVE TO PLUCK MY BROWS AFTER HAVING THEM DONE?

Yes, you will still need to groom any hair that grows outside your desired shape. Once your brows are a few weeks healed, you can thread, wax, tweeze... Whatever you'd like!

WHY CAN'T I USE RETINOLS / ACIDS / EXFOLIATORS NEAR THE AREA AFTER MY PMU IS HEALED?

This will fade your PMU faster, and may cause it to cool more in color! But if that's not a huge concern for you, then you can absolutely keep using those products.

DOES PMU CAUSE SCARRING?

Scarring can occur one of two ways: during your appointment, or after. If your artist is properly trained, skilled, and using an appropriate technique on you, the risk of causing scarring during your appointment is very low. However, scarring can easily be caused during the healing process if aftercare is not followed, for example: if a client was to pick or scratch at their new PMU

FAQ CONTINUED

WHAT IF I HAVE IT DONE, THEN NEVER GET A COLOR BOOST?

In most cases, PMU lightens and shifts in color as time goes on. Regarding the color shift, it usually cools, but can sometimes become warmer instead. This is around the time that a color boost is necessary to refresh the tone, clean up the edges, and darken the overall appearance. But if you were to let your PMU go, the fading and color shifting would just continue. Many clients would see their PMU completely fade away within 5 years, but many would not! There are so many factors that contribute to how your PMU ages. In short: You'll survive, but you may want to start applying some makeup again.

WHAT HAPPENS AT A COLOR BOOST APPOINTMENT?

It's very similar to a first-timer session, but with less consulting, and less mapping/shaping. Note: We believe in waiting as long as possible between color boosts. A) We don't want your skin overloaded with color, and B) Why cause trauma to the skin when it's not totally necessary yet? Less is more. Just be sure to come in while we can still see the general shape/outline.

IS IT NORMAL TO BE NERVOUS?

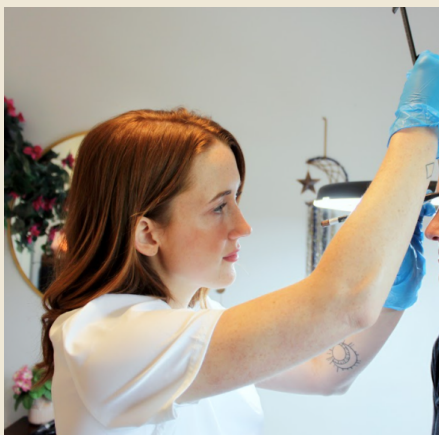
Absolutely! Most clients say they're nervous about pain & the result looking natural. Even after reading this eBook, you may still have anxiety over these things! It's completely normal. When you're ready to trust the process, you'll be more focused on how badly you want the service done.



CONCLUSION

There you have it! You've officially been schooled on everything you need to know about permanent brow makeup

We know this was a ton of information, and you may need some time to digest it. But now, you can finally move forward in this process with confidence.



WHAT'S NEXT? YOU CHOOSE:

- Email **browboutiquecompany@gmail.com** if you still have questions! We want to help you make an informed decision as to whether or not PMU is right for you. We're here for you every step of the way.
- Need some time? Follow Chloe on Instagram (**@thebrowboutiqueco**) & Facebook (**/thebrowboutiqueco**) for new content every day! We want you to be totally ready before booking, and keeping up with us online will help you to make your decision.
- **Book your appointment!** Since you've made it this far, it's clear that you're super serious about PMU. It might be time now, for you to wake up with confidence, enjoy an easier morning routine, and kiss your most frustrating cosmetic items goodbye. It might be time for gym-proof, summer-proof, kid-proof, double-shift-proof, over-sleeping-proof makeup. If you're done wasting time, and ready to take the leap, it's your lucky day.

WE'RE OFFERING YOU \$50 OFF YOUR FIRST PERMANENT BROW APPOINTMENT WITH CHLOE

To take advantage, head to **vagaro.com/thebrowboutiquecompany** and be sure to write 'EBOOK50' in the 'notes' section upon booking.

But wait! **This offer is only valid for the next 3 days!** You may book for any future date that's available online, but you must secure the appointment within the next 3 days to be eligible for the discount.

YOU'VE WAITED LONG ENOUGH ALREADY; IT'S TIME TO WAKE UP WITH YOUR MAKEUP.