

FOREVER BROWS & BEAUTY



Information Packet- Permanent Eyeliner

Prior to booking an appointment, we ask all Forever Brows & Beauty clients to read and review the Information Packet 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 us know if you have any questions or concerns about anything! Thank you so much for trusting us with your beautiful face.

-Rebecca Healey, Permanent Makeup Artist and Owner

www.foreverbrowsandbeauty.com

Appointment Booking

Once you choose your appointment date, we will send you an invoice (via Square) to pay the required \$100 booking fee to secure your appointment. 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 by end of 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 4-6 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.**

Eyeliner Services

Lash Enhancement Eyeliner:

- **New Clients – (Rebecca)- \$500.** Price includes the in-appointment consultation and After Care.
 - **Bottom Eyeliner- \$100.** Can be added to any eyeliner appointment, but not booked as an individual service.
- **6 Week Touchup- \$50.** Touchups must be scheduled at your initial appointment to ensure you get a spot within 6-8 weeks of your first appointment for it to be the above price. If it's beyond 8 weeks please contact us.
- **6- 8 Month Touchup - \$225.** Touchups within 6-8 months of the last appointment.
- **9-24 Month Touchup - \$325.** Touchups within 9-24 months of the last appointment.
- **25-36 Month Touchup- \$375.** Touchups within 25-36 months of last appointment.
- **37 Months and Beyond - Full price.**

Soft or Winged Eyeliner

- **New Clients - \$550.** Price includes the in-appointment consultation, eyeliner mapping and After Care.
 - **Bottom Eyeliner- \$100.** Can be added to any eyeliner appointment, but not booked as an individual service.
- **6 Week Touchup - \$50.** Touchups must be scheduled at your initial appointment to ensure you get a spot within 6 weeks of your first appointment for it to be the above price. If it's beyond 8 weeks please contact us.
- **6-8 Month Touchup - \$275.** Touch-ups within 6-8 months of the last appointment.
- **9-24 Month Touchup - \$375.** Touch-ups within 9-24 months of the last appointment.
- **25-36 Month Touchup - \$400.** Touchups with 25-36 months of the last appointment.
- **37 months and beyond - Full price.**

Payment Policy

- Forever Brows & Beauty accepts all major credit cards, PayPal, Venmo, debit cards and cash. **No checks or money orders please.**

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- ***All appointments require a*** non-refundable \$100.00 booking fee. This booking fee goes toward your total investment and holds your spot on the calendar. After selecting a date and time, you will receive an invoice via email. You can pay your invoice by debit or credit card. Your appointment is not booked until you have paid the invoice.
- Please review our cancellation policy below prior to booking.

Cancellation Policy

Please read this policy before booking any appointments at Forever Brows & Beauty 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 **48 hour notice is required** to cancel or reschedule your appointment. We just ask that you please call and let us know, (voicemail if necessary), text or email me at least 48 hours prior to your appointment time 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, 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 re-book with us. Once you pay the full cost of your original missed appointment, another deposit must be paid which will go toward the new appointment cost to book another appointment. As usual, the balance of the new appointment cost is due at the time of the new appointment.

If you are over 15 minutes late to any appointment, you will be asked to reschedule, and the same policies 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 Forever Brows, 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 fuller, darker looking lashes; wants to look more awake and enhance their eyes all day, every day! That would include busy parents or business people who don't have much time to apply eye 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 winged eyeliner every time. Other clients include those suffering from scarring, Trichotillomania, Alopecia and Cancer, or other diseases and disorders that have led to natural hair loss. Let Forever Brows & Beauty do all the work for you!

Who is NOT a good candidate?

Taking blood thinners
Skin irritations near the area such as Psoriasis
Taking sun sensitizing medications
Botox within last 2 weeks
Lash Serums, Castor Oil, Babe Lash, etc. in last 4 weeks (must be stopped 4 weeks prior)
Accutane within last year
History of keloid scarring
Auto-immune deficiencies
Pregnant/nursing 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; this is determined by consultation.

FREQUENTLY ASKED QUESTIONS

Are you certified and licensed to operate?

Yes! We are certified and licensed permanent makeup artists. All of our artists have also received extensive training and certification in Blood Borne Pathogens and First Aid 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!

Does it hurt?

Every client is different and pain tolerance varies by client. Most clients describe the pain level as minimal. At Forever Brows & Beauty, 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 as a slight burning sensation. Very tolerable and worth it!

How long does it take?

The process takes approximately 2-2.5 hours from the moment you walk in the door to completion of your beautiful eyeliner. The first hour or so is spent mapping and numbing the area. There is no downtime! Occasionally, some clients will have some slight redness and swelling around the eyes 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

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eyeliner will appear **DARKER, WIDER, AND BOLDER** than the way it will heal. This is especially true for days 2-5. The pigment is sitting on top of the skin and has not yet settled into your skin. As your skin heals over the tattoo, your eyeliner 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 eyeliner! 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 eyeliner will last approximately 3-5 years before it is mostly faded. Also, some clients really prefer a fresh, bright look. Most clients opt to come in for Color Boosts every 18-24 months instead of waiting for their eyeliner to completely fade.

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'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, we will recommend a third appointment to further touch the eyeliner 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?

For eyeliner appointments it is important to come with no eye makeup whatsoever.

See the next section for Preparation, After Care Instructions and the Healing Process!



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.
- Discontinue any use of all eyelash serums (including Castor oil) at least 4 weeks prior to treatment.
- Discontinue Vitamin A/Retinol products at least two weeks prior to treatment.
- Discontinue Fish Oil and Vitamin E at least 2 weeks 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 eyeliner and prescriptions you take **prior** to your appointment.
- Do not wear any eye makeup to your appointment; especially mascara.
- Remove any eyelash extensions at least 3 days prior to your appointment.
- If you wear contact lenses, please wear your glasses to your appointment.

After Care

It usually takes around 5-7 days for the skin to heal. However, you should follow the After-Care until your skin is completely healed. Your skin is healed when all flaking and/or scabbing is gone.

Day of treatment:

- Do not touch your eyes.
- Before bed you can ice your eyes by placing it on top of a fresh paper towel or tissue. Do not put ice directly on skin.
- Do not wash eyes and try to keep them dry.
- If your eyes are swollen, you may take Tylenol.

Days 2-7 (until the scabbing stops): WASH AND MOISTURIZE

- **Gently** rinse your eyes 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 eyes. Rub the area in a smooth motion for 5-10 seconds and rinse with water ensuring that all soap is rinsed

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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 eyes. 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 eyes in water until healed (ex. bath tub, sauna, pool, or hot tub). When washing your face, wash around the eye area. Showers are fine but limit them to five minutes to prevent too much steam around the eye area.
- Avoid facials, chemical treatments, and Botox until your eyes are healed.
- Do not allow makeup, lotions, or other products to touch the treated area. No eye makeup until healed!
- Stay out of direct sunlight and tanning booths. You can go outside of course, but wear sunglasses and a hat can help as well.
- Consult a physician if you have ANY signs of infection, which could include redness in the eye area (aside from the first 48-72 hours after your appointment), foul smell, green or yellow discharge, and/or fever.

- You can resume wearing eye makeup after day 7. New mascara is recommended to prevent old bacteria being introduced to procedure area.
- You can resume using lash serum or getting new eyelash extensions 4 weeks after your touchup appointment. (Not to use in between appointments.)
- Inform your technician of your permanent eyeliner at the time of any laser procedures or MRIs.

Healing Stages: What to Expect

- Day 1: Your eyeliner looks great! Redness and puffiness will dissipate within a couple of hours. Minor soreness may remain, but typically ice and Tylenol will help.
- Days 2-4: Your eyes may still be slightly swollen but this is normal and some clients have slightly more swelling than others. This is temporary and will only last a few days on average.
- Days 5-7: Your eyeliner may begin to flake or scab and fall off. This step is normal and necessary. Whatever you do, do not pick at your eyes. Let them naturally flake off.
- Days 7-10: Your eyeliner may appear several shades lighter once the scabbing is gone. 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. You can begin wearing eye makeup again—new mascara is recommended!
- Days 11-28: Your eyeliner 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 eyeliner isn't dark

enough. Not to worry, that's why we have touch up appointments!

Healing Stages



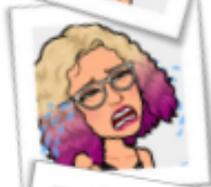
Day 1

'OMG! I LOVE my new eyeliner!'



Day 2-5

'Whoa! This is WAY too dark and thick!
Freaking out a bit!'



Day 5-10

'OH NO! Now it's the wrong shape and
flaking off!'



Day 10-15

'WTF!!!! My eyeliner is GONE!'



Day 15-30

'It's coming back....just a little patchy!'



Touch-up day!

'My eyeliner is back and I LOVE it so much!'

Should you have any questions or concerns, please call/text Rebecca at 513-223-3220.

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