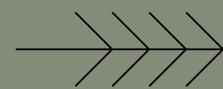


ASHLEY E. ESTHETICS

**MICROSHADED POWDER BROWS**

*Helpful Information*





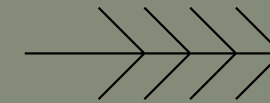
# WHAT ARE MICROSHADED BROWS?

Microshading is a semi-permanent cosmetic tattoo technique that creates a soft, powdered, makeup-like look for fuller eyebrows by implanting tiny dots of pigment into the skin with a handheld tool. It's ideal for filling sparse areas, defining shape, and offering a longer-lasting alternative to brow powder, often described as "powder brows" or "ombre brows," and is suitable for various skin types, including oily skin.

A technician uses a machine with fine needles to create a stippling effect, depositing pigment in small dots rather than sharp hair-like strokes.



Often, it starts lighter at the front of the brow and gradually darkens towards the tail for a seamless finish.



# HOW DOES IT WORK?

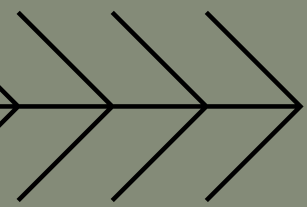
It mimics the effect of brow powder, providing a shaded, airy, or defined look that can range from natural to dramatic.





# WHO IS A GOOD CANDIDATE FOR MICROSHADING?

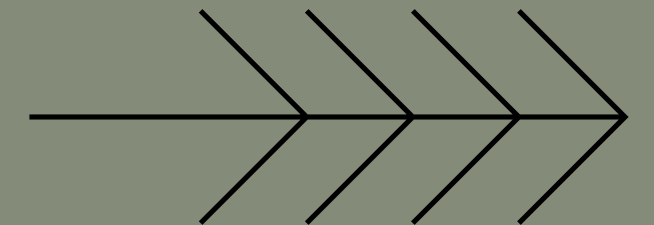
- Those with sparse, overplucked, or undefined brows.
- Anyone wanting fuller brows without daily makeup application.
- Suitable for oily, sensitive, or mature skin types.



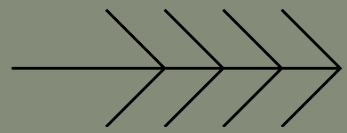
# WHO IS **NOT** A GOOD CANDIDATE FOR MICROSHADING?

- Pregnancy/Nursing: Always contraindicated.
- Blood Thinners: Increase bleeding and poor results.
- Autoimmune Diseases: Can affect healing. Consult doctor first.
- Uncontrolled Diabetes/High Blood Pressure: Slower healing time. Consult doctor first.
- Chemotherapy/Radiation: Must be off for 6 months.
- Accutane: Must be off for 1 year.
- Immune-compromising illnesses: Compromised immune system hinders healing.
- Transmittable Blood Diseases: HIV, Hepatitis.
- Very Oily Skin: Powder brows are better, but results may still fade faster.
- Keloid-Prone: Risk of raised scarring.
- Active Skin Issues: Acne, eczema, psoriasis, sunburn, dermatitis in the brow area.
- Allergic to Tattoo Pigments: Allergies to ingredients like nickel or dyes.
- Allergic to Numbing Agents: Allergies to lidocaine, epinephrine, etc..
- Under 18: Not permitted.
- Previous PMU: Dark, saturated old tattoos can prevent new work. May need a removal first.
- Recent Procedures: Botox, fillers, chemical peels near the brows.

**When in doubt, ask your doctor!**



# HOW LONG WILL IT LAST?



Microshaded eyebrows typically last 1-3 years. Some clients still retain pigment from the original application for up to 5 years!

Following your first session, you will need to come back for a touch-up session 6-8 weeks later.

After the touch-up session, you shouldn't need to have more color added until at least one year later, but it could be much longer. It all depends on how your skin retains the pigment and heals over time.

# PERMANENT POWDER BROWS

**\$300**

+

**\$100**

INITIAL SESSION

6-8 WEEK TOUCH-UP

## INTRO PRICING\*

**\$200**

+

**\$65**

INITIAL SESSION

6-8 WEEK TOUCH-UP

**\*VALID FOR FIRST 20 CLIENTS**

# HOW MUCH DOES IT COST?

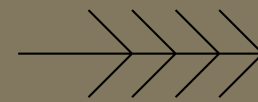
The initial investment for microshaded brows is \$300. This pays for your first session. Then, you will come back in 6-8 weeks for your perfecting touch-up session. It is very important that you come back so we can see how the color healed in your skin and how the shape looks. We can make any necessary tweaks at that time. The cost of this session is \$100, making your total investment \$400.

Once your color starts to fade and you want to have your brows redone, the cost will be \$175 for a color boost session. If you happen to miss your 6-8 week touch-up session and decide you need another session, you will be charged the \$175 fee anytime you are more than 12 weeks after your initial session.

Not all brows will need a color boost after a year. Some brows won't need it until 2-3 years later, and that is fine! We will not add more color until your brows truly need it to avoid unnecessary trauma to the skin and oversaturating the color.

# HOW LONG WILL THE SESSION TAKE?

The initial session will take between 2-3 hours to complete. This includes time for paperwork, questions, mapping your brows with precision for your most natural brow shape, and the microshading. You will also get aftercare instructions and supplies. Make sure you allow for plenty of time in your schedule!



# FAQS

## **Q: What should I avoid right after the session?**

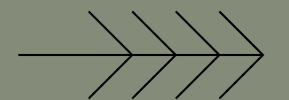
A: Please avoid strenuous exercise that would cause sweating (at least 1 week), direct sun exposure (at least 2 weeks) or swimming in a pool or lake (2-4 weeks). Any of these activities can disrupt the pigment in the skin and impede the healing process.

## **Q: Is there any skincare I should avoid before or after getting my brows microshaded?**

A: Please be off Accutane for 1 year before having your brows microshaded, and do not use Retinol within 1 month of having your brows microshaded. You will also need to avoid the forehead and brow area with Retinol for 6 weeks following the session. Retinol can cause more sensitivity and increases cell turnover which can shorten the longevity of your microshading.

## **Q: What does it feel like? Does it hurt?**

A: Most clients report a very subtle scratching or vibrating sensation. There is usually no pain at all. You will be numbed before the session starts, and I will apply more numbing as the session goes on. It does not feel like a traditional tattoo.



A close-up photograph showing a clear glass microshading pen with a fine needle tip positioned just above a person's eyebrow. The person's skin is light-toned, and their hair is dark. The background is a soft, out-of-focus pink color.

# MORE FAQs

**Q: Why does it cost so much?**

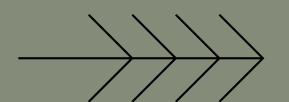
A: I have made sure to give you the best possible experience by going through detailed one-on-one training with a skilled instructor. I have also invested in high quality needles, pigments, and other supplies. Additionally, the session can take up to 3 hours of time. The investment is not small, but I promise it will be worth it!

**Q: Is it really permanent?**

A: Technically, microshaded brows are semi-permanent. The pigment will fade over time (a few years). Do not think of it in the same realm as a traditional tattoo with intense, black ink.

**Q: What is the difference between microshading and microblading?**

A: Microshading used a very fine needle and gently tapping pigment into the skin, creating a slightly pixelated, airbrushed look. Microblading involves cutting the skin in hairlike strokes and coloring the cuts with ink. Microblading cuts deeper into the skin, causing more trauma and scar tissue. The hairlike strokes can fuse together over time, creating a “blob” look. Microshading is much more subtle, much less traumatic to the skin, and works for a wider population of people.





# MORE FAQs

**Q: What is the healing process like?**

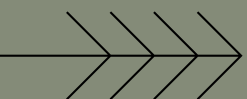
A: The microshading healing process takes 4-6 weeks, involving initial darkness, redness, and swelling (Days 1-3), followed by scabbing, flaking, and intense itching (Days 3-10) where you must not pick, occasionally leading to a "ghosting" phase (Days 8-14) where color seems gone, before pigment slowly returns and the final soft, powdered look emerges by weeks 3-4, with touch-ups needed around week 6-8 for perfection.

**Q: I have a big event coming up. When should I get my brows done so that they will be looking great for the event?**

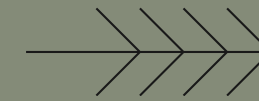
A: Take note of the healing process above. The most ideal time to get your brows microshaded would be about 3 months/12 weeks before your event. This allows your brows to go through the entire healing process, and it also gives you time to get the touch-up session and allow healing time following that as well.

**Q: What if I hate my brows when they are done?**

A: I will work with you and ask your approval on everything from the shape to the style to the color of your brows, so it is unlikely you will hate the finished result. You may question your brows as the healing process evolves, but you need to give it time. If you absolutely hate them once they are healed, we will work together to reach a positive solution!



# ARE YOU READY TO SCHEDULE?



Please complete this [appointment request form](#). Once I receive and review it, I will contact you to let you know whether or not you are a good candidate for this service. On the form, you can list any questions you may have, and I will do my best to answer them!

I am excited to work with you!  
Ashley Ernstberger

