3D Brow Building
by SLEEK BROWS

TRAINING MANUAL
M.Ludwiczak K.Belska

Sleek Brows Training Manual 2014
Dear Trainee,

You are reading these lines because you have decided to take a step further in your career and be a part of a new exciting eyebrow treatment “3D Brow Building”. This manual has been specifically designed to equip you with theoretical and practical skills of conducting this amazing treatment.

This treatment consists of several steps that must be followed to achieve “Sleek Brows”. It is crucial for you to understand each section of this course as missing out on even slightest information may undermine the whole treatment. We encourage you to ask any questions you may have throughout the course and remember, you can always rely on our support even once you have completed your training.

**INTRODUCTION**

Eyebrows have always been the highlight of the face – the most expressive feature that allows us to drastically improve our appearance. Both men and women know the benefits of professionally groomed eyebrows. Eyebrows also act as a strong fashion statement that changes with time and preferences (from thin to bushy, and straight to arched brows), however the common dominator has always been the same – the most wanted and coveted brows are full. Sleek Brows is more than just eyebrow grooming, it is a perfected technique of creating and sculpting brows to desired shape and fullness. At the end of this course, you will be able to create most desirable brows using Sleek Brows sculpting and building techniques.
EYEBROW HISTORY...

An Industry is born...

NEW IDEAL?
SKIN ANATOMY

The skin is the body's largest organ, covering the entire body. In addition to serving as a protective shield against heat, light, injury, and infection, the skin also:

- Regulates body temperature
- Stores water and fat
- Is a sensory organ
- Prevents water loss
- Prevents entry of bacteria
- Assists in absorption and excretion

Throughout the body, the skin’s characteristics vary (i.e. thickness, colour, texture). For instance, the head contains more hair follicles than anywhere else, while the soles of the feet contain none. In addition, the soles of the feet and the palms of the hands are much thicker. Skin naturally exfoliates itself and produces sebum, which directly can affect durability of brows for each person.

The skin is made up of the following layers, with each layer performing specific functions:

- Epidermis
- Dermis
- Subcutaneous fat layer (subcutis)
HAIR STRUCTURE

Human hair is composed of strong structural protein called keratin. This is the same kind of protein that makes up the nails and the outer layer of skin.

Each strand of hair consists of three layers.

1. The innermost layer called medulla is only present in large thick hair.
2. The middle layer is known as the cortex. The cortex provides strength and both the colour and texture of hair.
3. The outer layer is known as the cuticle. The cuticle is thin and colourless and serves as a protector of the cortex.

Structure of the hair root

Below the surface of the skin is the hair root, which is enclosed within a hair follicle. At the base of the hair follicle is the dermal papilla. The dermal papilla is fed by the bloodstream which carries nourishment to produce new hair. The dermal papilla plays a major role in hair growth because it contains receptors for male hormones and androgens. Androgens regulate hair growth and may cause the hair follicle to get progressively smaller and the hair to become finer in individuals who are genetically predisposed to this type of hair loss. However, remember that your diet, lifestyle, stress levels and use of topical/ internal products can directly affect the condition of your hairs.
THE HAIR GROWTH CYCLE

All hair on our body grows in phases. There are three phases to be precise and the only thing that differs from hair on our head to eyebrows is how long the phases last.

**Anagen - the growth phase**

Each follicle can grow many hairs over a lifetime; the phasing of the growth cycle is staggered amongst the follicles. About 40% of follicles are in this stage at any given time, which prevents us from periodic phases of baldness when the growth cycle stops. How long anagen stage lasts is determined genetically, and varies from one person to another but in general it is 4-6 weeks for eyebrows. It is the length of this stage that determines how long the hair will grow.

Fun fact/myth buster: It is not true that cutting your hair makes it grow faster or thicker. Nor does shaving your legs make the hair grow coarser. The length of the growth phase and the width of the hair shaft are the results of your genes, and are not affected by anything you do to your skin or to the hair shaft itself.

**Catagen - the intermediate phase**

A short resting phase follows the anagen phase. Catagen phase lasts 2-3 weeks, during which the follicle stops producing hair. The base of the follicle moves upwards towards the surface of the skin.
**Telogen - the shedding phase**

The telogen phase lasts up to 2 months. During this time a new hair begins to grow from the hair follicle. As it grows upwards the old hair will shed naturally. Hair removal is easily and painlessly done with telogen hairs. These are the hairs that come out when you shampoo or brush your hair. Shedding is part of the normal process of the replacement of old hair with new. At any one time, around one in ten of the follicles on an individual's head are in the shedding phase. The new hair emerges from the same opening at the surface of the skin as the old one, and the hair cycle begins again. As people age, the hair cycle can become shorter (this isn't true for everyone and depends on your genes). The follicles gradually give up producing long, strong hair, and the hair becomes thinner and shorter. This happens to lashes, brows and other parts of the body too.

**Follicles - the growth engine**

Each individual hair is formed inside a hair bulb deep in a hair follicle. The follicle is a tiny but powerful factory. Although some male balding is due to testosterone, there is a growing understanding of the role the follicle plays in other kinds of hair loss (female hair thinning, sparse lashes and brows). A healthy follicle produces a nice strong hair.

If you pull a hair out of a follicle another one will grow up in its place. Not so, say some of you: "I over-plucked my eyebrows during the 80s when I didn't know better and now they won't grow back." What usually happens is that hair growth is slowed down and as the hair is slowly trying to grow back, some of this re-growth does not look like part of an eyebrow and we remove it again. With Sleek Brows treatment we work on such issues by making the eyebrows fuller and advising the customer on what needs to be left to re-grow.

Good news is that scientific references we have come across say that there isn't much environmental damage that can be done to a follicle that would stop it producing hair. There would have to be severe physical damage such as burning or scarring to achieve that. Growth can be slowed, but eventually resumed with the help of reconstructing treatments such as Sleek Brows-Brow Building, use of re-growth serums and ensuring healthy diet and lifestyle.
DISINFECTION AND HYGIENE

Who are we protecting?

Infections caught as a result of beauty treatments are extremely rare, however the potential is there and it is a good practice to do everything you can to lower the risk of cross infection (the transfer of infection from one person to another). The most common source of infection in a salon is the client but staff and visitors can also bring infection into the salon. It is important to control the infection and not allow it to be transmitted from person to person. People with active diseases should not be treated and staff with obvious diseases should not be treating clients.

What are we protecting against?

BACTERIA
Bacteria are single cell living organisms that exist either as single cells or as spores. The vegetative form of bacteria (single cells) are easily killed by application of moisture or chemicals but spores are much more resistant. There is a wide range of bacteria. Some bacteria live inside the body and are harmless unless they are transmitted outside of their original environment. Most bacterial infections can be successfully treated with antibiotics.

VIRUSES
Viruses are minute particles that can only reproduce within a living cell. The can mutate to form new strains. Viral infections cause much more concern in beauty salon, specifically blood borne that cause hepatitis b, hepatitis c and HIV. They are not treatable by antibiotics.
FUNGAL INFECTIONS
Some fungi can cause a variety of infections on the skin and mucous membranes.

INFESTATIONS
Certain insects are associated with infections in humans, either as carriers of disease or by causing the infection themselves.

What to do if your client has an infectious condition?
You are most likely to detect the infection during the consultation. Do not offer any services to clients that show signs of infection. Explain discretely the reason why the treatment cannot be carried out and encourage your client to seek medical advice.

How can infections be transmitted?
- by direct contact
- by injection
- by inhalation (breathing in)
- by ingestion (swallowing)

How can infection be prevented?
A) Salon Setting
Well designed salon can make infection control simple by following the guidelines below:
- walls and floors should be easy to clean, solid floor is advisable
- worktops should have a hard surface such as laminate or stainless steel
- chairs, beauty beds should be easily cleanable
- washing facilities with cold and hot water are essential to enable the therapist to wash hands between treatments
- ideally taps should be infrared or controlled by foot and only disposable towels should be used

B) Personal hygiene
All members of staff must maintain high standards of personal hygiene. This will not only reduce the risk of cross infection but also contribute to high standard of the salon. The following guidelines should be followed:
- nails well trimmed and hair tied back
- all uniforms clean/freshly washed at high temperature, at least 60 Celsius
- no/minimal jewellery
- hands thoroughly washed between appointments
Germs are bad so let's kill them all!

All tools and instruments must be disinfected before and after each client to avoid cross infection. All disposable items must be disposed after each client and fresh ones used for new client. The tools that you will have to disinfect are; eyebrow 2 in 1 tweezers, x-tweezers and scissors. All disposable items such as cotton buds and combs must be thrown out after use on person.

Disinfection must be carried out using specially designed tool and instrument disinfectant (we use Mundo hygiene products). Solution needs to be dispensed into small container like barbicide jar or glass jar with lid, where tools must be placed after use. Tools must be in solution for 10 minutes for it to work by killing all pathogens and bacteria. Solution will be effective for 7 days, after which it must be disposed and fresh solution poured. Spray type of disinfection should be sprayed on surfaces and tools from all angles and then wiped dry with clean tissue.

It is advised to use disposable gloves during the eyebrow grooming treatment to protect you from body fluids that may pose a health threat.

**DIFFERENCE BETWEEN STERILISATION and DISINFECTION**

It is each beautician’s responsibility to be following safe and approved hygiene methods to ensure health of both yourself and your clients.

**Sterilisation**

Sterilisation means the total destruction of all microorganisms. It is an absolute term, meaning there's no such thing as "partially sterile". An object is either sterile or not. The most reliable way of sterilising salon equipment is by using moist heat. Most popular device for the job is autoclave. Traditional steam autoclaves are suitable for solid or unwrapped equipment. Pouches or any other wrappings must not be used in this type of autoclave. If you use wrapped items then it is best to use vacuum autoclave to ensure all parts of the load are exposed to the same steam temperature. It is important that the autoclave has a drying cycle as otherwise bacteria can penetrate into damp pouches. For both types of autoclaves it is essential to thoroughly clean the instruments to remove any visible impurities before loading them into autoclave. You must remember not to overload the autoclave and to allow enough room between the instruments to ensure sufficient heat penetration of each item.

**Disinfection**

Disinfection is a removal of microorganisms using chemicals. Disinfection isn’t effective on bacterial spores, however, it is suitable for salon use since we are not going to be working on open wounds. All visible impurities should be removed prior to disinfection as any organic material can deactivate the disinfectant.
EYESIGHT AND FOCUS

For an Eyebrow therapist the most important aspect of the profession is the ability to stay focused for a long time. You also need to have good eyesight, and if you don’t, you need to be equipped with implements to improve your eyesight (glasses or contact lenses).

This job requires precision so you ought to see what you are doing and you need to be able to focus on small objects for a long time. Your eyes can become tired after few hours of intense work and as a result eyesight may become blurry. To restore your focus you will need to look away and focus your eyesight on the furthest object in the room and then close and relax your eyes for few minutes.

After this you can attempt to resume your work. However if you still feel that your eyesight and focus have not recovered, you will need to stop the procedure and schedule another appointment for your client.

CONTRAINDICATIONS

Before starting the treatment, the most important aspect is to determine client’s suitability for eyebrow treatment. This can be done through visual inspection and completion of a client record card. When your client arrives for their treatment, it is important that you observe the client’s eyes thoroughly. To help you do this properly we have highlighted 3-point check that you should complete with each client.

1.

Begin by making sure that performing the treatment of 3D Brow Building will not be harmful or worsen any condition that your client may have already. You will be unable to carry out the treatment if the client has any of the conditions mentioned below:

- Hypersensitive skin, rash or sunburn
- Dermatitis or inflamed skin
- Active severe acne
- Open skin lesions
- A recent skin resurfacing treatment such as microdermabrasion or chemical peel
- Look out for undiagnosed lumps and other abnormal conditions around the eyebrow area.

2.

Question client about any recent medical conditions or treatments done recently that may affect their suitability for the treatment. This could include: recent eyebrow tattoo.
3.

If you are not sure whether the client’s condition will affect the suitability for treatment, it is always best to direct client to GP and not proceed. Continuing with the procedure may worsen the condition, which makes you responsible. If client can provide letter from GP stating that their condition is not contagious and will not affect client’s well being by proceeding with treatment in eyebrow area, only then we may continue after taking copy of such letter.

CONSULTATION AND PATCH TEST

It is important to engage with your clients before you have met them. Whether working in a salon or as a mobile therapist, you will need to consult each person before the procedure. Before your client arrives for the treatment advise them on any contraindications that will immediately disqualify them and save them the hassle of coming in for a procedure that can't take place.

When your client arrives meet them and introduce yourself. If your client is visiting for the first time ask her/him to fill in a consultation card, which will inform you about their medical history and any allergies. You have to take all the information into account before starting the treatment. Also make sure that you fully understand your client's requirements and expectations and explain what can be achieved during the treatment. Ask any questions you may have to ensure that the client is satisfied and that you fully understand each other. After this is done you can invite your client to the treatment area.

For the procedure of 3D Brow Building a patch test is required 24hrs before the actual treatment. This is performed to determine whether client is allergic to any of the ingredients used in the products. Even if a client had a patch test done before at another salon, you will have to repeat the procedure as different brands use different ingredients that your client could be allergic to. To test the tint and adhesive you can place a small amount of the products behind clients ear and ask them to come back after 24hrs.

Always make a record of the test you have carried out and ask your client to sign the acknowledgement. Once the client returns after 24hrs see if there are any symptoms of allergy and note as positive or negative. If there is no reaction you can go ahead with the treatment. It is also possible for patch test not to show a result, but this can still occur within 48 hours after treatment. If allergy does appear, then invite your client back and use removal procedure to remove the product as soon as possible.

Below is an example of a record card that you will be filling with your customer and storing it in accordance to Data Protection Act 1998.
**Personal details:**

Name, Surname

Mobile

Address

E-mail

**Allergy & medical history:**

Do you have any allergies? (Please specify)

Yes [ ] No [ ]

Have you had any skin problems in the past 4 weeks?

Yes [ ] No [ ]

Have you recently had a chemical peel or microdermabrasion?

Yes [ ] No [ ]

Do you use products containing retinol or AHA?

Yes [ ] No [ ]

**Eyebrow design:**

Natural eyebrow shape

Straight [ ] Round [ ] Angled [ ]

Natural eyebrow density

Sparse [ ] Medium [ ] Full [ ]

**Wanting to achieve?**

More definition [ ] Darker Eyebrows [ ] Fuller eyebrows [ ] Improved shape [ ]

**Patch test performed**

Date [ ] [ ] Client signature

**Visits:**

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<tr>
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I confirm that all the information given above is correct to my best knowledge. I have read the after care notes given and will follow them closely.

Client signature

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Sleek Brows Training Manual 2014
EQUIPMENT

Before the arrival of your client, make sure you have all the necessary equipment ready for use.

- Sleek Brows consultation form
- Couch or beauty chair with sit-up and lie down adjustable position.
- Disposable couch roll
- Trolley for placing all your equipment
- Antiseptic – for use on the hands and skin
- Sleek Brows – Tea Tree cleanser.
- Brow exfoliating lotion.
- 100% cotton thread
- Sleek Brows slanted tweezers
- Sleek Brows X-tweezers
- Sleek Brows precision scissors
- Lint free pads
- Cotton buds
- Sleek Brows flexible brow adhesive
- Sleek Brows choice of eyebrow hair
- Hand mirror
- Facial tissues
- Instrument and tool disinfectant
- Disposable Surgical gloves
- Disposable adhesive rings (plastic and metal)
- Disposable combs
- Disposable applicators
- Sleek Brows sculpting clear and black base liquid
- Sleek Brows sculpting micro powder in your chosen colour
- Sleek Brows – brow soft
- Sleek Brows sculpting applicator
- Disposable mixing dish
- 2 in 1 metal spoon/ mixing tool
- Sleek Brows remover
- Depending on client’s wishes, you may also require eyebrow tint
THE ART OF EYEBROW SHAPING

At Sleek Brows we chose to work with the natural eyebrow shape, not against it. If you have naturally arched brows, that’s probably right for you. If your eyebrows are rounded and full, that’s what suits you most. We don't try and tell people that just because their face is round they need to have angled brows. We take the brows you already have and bring them to perfection, naturally. Definition is the key here. We strive to make eyebrows looking even, because perfect symmetry is the secret of looking young and beautiful.

CORRECT POSTURE

Due to the nature of your work it is important to maintain correct posture at all times. Healthier standing, sitting and sleeping habits will reduce neck, head and back ache, pinched nerves, arm and shoulder pain, insomnia and mental fatigue. It’s that simple!

1. Identify good posture.

Good posture is nothing more than keeping your body in alignment. Good posture while standing is a straight back, squared shoulders, chin up, chest out, stomach in. If you can draw a straight line from your earlobe through your shoulder, hip, knee, to the middle of your ankle—you’ve got it. To find yours:

Using a mirror, align your ears, shoulders, and hips. Proper alignment places your ears loosely above your shoulders and above your hips. Again, these points make a straight line, but the spine itself curves in a slight 'S'. You'll find that this doesn't hurt at all. If you do experience pain, look at your side view in a mirror to see if you're forcing your back into an unnatural position. If you do not have pain, then posture should not be altered, because this could cause other problems.
The spine has two natural curves that you need to maintain called the 'double C' or 'S' curves. These curves of the back are also called lordotic and kyphotic. A lordotic curve is a curve in the lumbar spine, and when there is an increase angle this is called lordosis of the lumbar spine. A kyphotic curve is present in the thoracic spine, but when this curve exceeds 50 degrees it is called kyphosis of the thoracic spine. These are the curves found from the base of your head to your shoulders and the curve from the upper back to the base of the spine. When standing straight up, make sure that your weight is evenly distributed on your feet. You might feel like you are leaning forward, and you may even feel you look odd, but you don't.

2. Train your muscles to do the work.

Exercises that strengthen the muscles across your upper back and shoulders will help you to maintain good posture. You don't need to develop a bodybuilder physique—it's more important to build "muscle memory" so that you unconsciously and naturally maintain correct posture without fatigue. When you lift weights, you should exercise the agonist and antagonist muscles evenly. This means that you should exercise your hamstrings as much as your quadriceps, chest as much as your back, and so on. This will help with correct posture. Your educator will discuss suitable exercises to achieving this.

SIT UP STRAIGHT!

How often did your mother tell you that? Now, especially, when so many of us sit at a desk all day, it's important to follow these basic guidelines, both for your posture and for your health.

If you work long hours at a desk and have the option, use a chair that's ergonomically designed for proper support and designed for your height and weight. If this is not an option, try using a small pillow for lumbar support.

Align your back with the back of your chair. This will help you avoid slouching or leaning forward, which you may find yourself doing after sitting for many hours.
As with standing posture, keep your shoulders straight and squared, your head is upright, and your neck, back, and heels are all aligned.
Keep both feet on the ground or footrest (if your legs don't reach all the way to the ground).

Adjust your chair and your position so that your arms are flexed, not straight out. Aim for roughly a 75- to 90-degree angle at the elbows. If they are too straight, you're too far back, and if they are more than 90 degrees, you're either sitting too close, or you're slouching.
WORKPLACE POLICIES

All salons have a set of rules and procedures to follow when it comes to standards of behaviour. Generally all salons follow industry standards codes of practice and professional ethics similar to those found in the college induction pack, here are some examples:

- Students should be professionally dressed and prepared at the beginning of all practical sessions, with a professional attitude.
- Students are responsible for ensuring their working area is of an acceptable standard before commencing work e.g. check floor, sink and waste bin.
- Pre-sanitise your work station before and after each client, couched and trolleys are to be kept tidy whilst working.
- Students must work safely and hygienically at all times, the client’s welfare must be paramount.
- All utensils/equipment must be sterilised before use and kept in safe and hygienic environment in between treatments.

PRESENTING A POSITIVE IMAGE TO THE CUSTOMER

YOURSELF
You should always have a smart, neat appearance, have excellent communication skills, be approachable and present an approachable body language. These skills are important in order to follow the organisational standards and should be maintained when dealing with any situation, in particular when under stress.

WORKPLACE
It is also important that the work place conveys the appropriate image for the business. There are different types of images you may choose such as sophisticated, homely, trendy, value for money etc. However for all of these types of images you must ensure that the workplace is:

- Complying with all appropriate legislation.
- Hygienic
- Safe
- Has a supply of the appropriate products and equipment required for its running.
- Is clean and well maintained.
- Have procedures and practices to follow for dealing with all types of possibilities.
- Has its own set of establishment codes of practices for the employees to follow.
- Displaying relevant certificates for legislative requirements and industry requirements always presents a positive image to the client.
PERSONAL PRESENTATION

Hygiene is very important not only to prevent infection and offensive odours but also to give a professional image to the client. Your presentation is also important from a safety aspect; you must present yourself in a manner that prevents the risk of any accidents or injuries to yourself or others.

Below is a list of what is required:

- Always wash hands before and after each client. Hands should be washed using soap from a sealed dispenser and dried using disposable hand towels or a warm air dryer.
- Always sterilise all tools.
- Have clean teeth and avoid eating strong smelling foods and smoking.
- Bathe daily.
- Clean, pressed overall daily.
- Legs should be covered with tights to protect legs against any product spillages.
- Shoes should be a full court shoe with a low heel. This will protect the foot and prevent against and minimise any injuries if you fall or trip.
- Hair should be short or tied back; this is to prevent the risk of the hair being caught.
- Nails short, neat and clean.
- No jewellery should be worn except a plain wedding band if applicable. Jewellery dangling from any area could easily be pulled or caught therefore causing an accident.
THE PROCEDURE

1. Squeak, squeak - Squeaky clean

Start by cleansing the eyebrow area with Sleek Brows – Tea Tree cleanser. Make sure that ALL make up is off.

2. Rub, rub and exfoliate

Using exfoliating lotion and sponge applicator rub the eyebrows in small circular motion.

3. Get acquainted with the scissors and trim

Using eyebrow comb brush the eyebrows upwards and trim any hair that is too long or out of place. Then after brushing the eyebrow downwards repeat the trimming procedure.

4. Let's colour. Optional Step

If your client wishes to go for very intense look, you may tint brows now. This is not necessary and should be discussed during consultation.

5. Mouth technique, threading

Prepare the skin around the eyebrows using talcum. Ask your client to hold the skin tight if necessary and start threading. Only remove the hair that is outside the shape you’re trying to achieve, remember not to thread what later couple be used and corrected using Sleek Brows techniques.

6. Prima Donna, primer time

Sleek Brows exfoliating lotion is infused with primer properties, before staring, wipe it over the brows using sponge applicator.

7. I'm an architect. Let’s start building or sculpting!

You are now ready to start the most exciting part of the procedure. Choose the technique you would like to use or combine them both. Then choose the eyebrow hair colour/ mix the Sleek Brows sculpting components and working on building the eyebrows. Keep checking that both eyebrows are the same.

All the hair must be applied on 1:1 basis. Also if possible try to follow the direction of hair growth to achieve a natural, undetectable finish.

8. Seal the deal, brush and show!
Further detailed information on each step:

Let's colour. Tint time.

Mix equal amount of the colour and developing lotion in a glass dish (usually 5mm of tint colour is enough for both eyebrows.) Make sure the mixture is smooth. Using the tinting brush start application from the base of the eyebrow and working towards the end. Use enough product to thoroughly cover all the hair. Remember to only tint the hair that fall into the chosen design/shape. Ensure that both eyebrows are even, and all lines crisp. Clean your brush and dish as soon as you finish the application. Disinfect with antiseptic spray or wipes. Leave the tint on for 5 minutes (for lighter shade of the chosen colour) or 10 minutes (to achieve darker shade). Clean eyebrows thoroughly with cleansing wipes and pat dry.

THREADING (The mouth technique) STEP BY STEP

• Unreel some thread from your cotton spool and place the end in your mouth making sure it is tightly secure using your teeth

• Using your right hand pull approx. 24 inch of the thread away from the spool to create a loop

• Secure the spool of cotton in your left hand by wrapping thread around your fingers

• Turn the loop around six to eight times to create an X in the centre of the loop

• Open your fingers on your right hand to tighten the X and use a nodding motion to move the X closer to your right hand

• Perform the same motion again until you are fully comfortable doing it.

• Move the wound section towards the hair against the hair growth. You will see the hairs get caught in the section as you glide the thread across. Using the method described remove hair that are outside of the chosen shape/design. Thread the top of the eyebrow, underneath and the area between the eyebrows. You can also remove any unsightly facial hair to make the eyebrow area very clean and defined.

I'm an architect, let's start building.

Prepare your adhesive ring, tape and hair that you'll be using. Put everything on your non-favoured hand. Squeeze a drop of Brow Cement (adhesive) onto the ring, grab your x tweezers and start building. Divide the brow into 3 sections (base, arch and end) and work on each eyebrow one section at the time. Always start at the end of the eyebrow. Once you finish one area of the first eyebrow move on to the second brow and so on until the look is completed. Precision is the key here, to ensure long lasting result.
Sculpting the eyebrow

Customize the mix to create a
- Very natural and light effect
- Extreme and dramatic
- Dark and voluminous look
- Increase depth and volume to the Eye Brow

### Sculpting Chart

<table>
<thead>
<tr>
<th>Blonde</th>
<th>Brown</th>
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<td>![Image of Blonde chart]</td>
<td>![Image of Brown chart]</td>
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- **Cerise-Red**
  - ![Image of Cerise-Red chart]
- **Dark brown**
  - ![Image of Dark brown chart]
- **Black**
  - ![Image of Black chart]
- **Charcoal**
  - ![Image of Charcoal chart]

**Powder** + **Clear liquid gel** + **Black liquid gel** + **Soft gel**

*Add Charcoal powder to any colour for ashy tone*

*To create ginger tone, mix brown and cerise red powder with 4 clear liquid gels and 1 soft gel.*

Sculpting chart should be used as a guide only, exact colour will depend on thickness of the sculpting pin, amount of powder used and application.
AFTERCARE

The duration of 3D Semi-permanent Eyebrows very much depends on how they are being treated. To prolong their life it is important to follow these guidelines, so make sure to give your clients the appropriate information or aftercare leaflet.

- Please take extra care during the first 24hrs following treatment. That’s how long it takes for the adhesive to set and it is normal to experience some brow loss during that time. Avoid getting them wet during that time.

- Do not pick, pull or rub your eyebrows,

- You should only use the range of recommended aftercare products for your new eyebrows and follow the directions for use closely

- If you no longer wish to have 3D Brows you will have to come to your technician to have them professionally taken off.

- Oily products will soften the bond and make your brows fall out sooner. Avoid these near eyebrow area.

- After 24 hour period, water can touch the eyebrows, but make sure shampoo or conditioner also not run through them. Do not apply any oily products before showering. Avoid touching brows while in shower.

- If you feel an itch, just press gently.

- To wash them, allow light water stream to run through them without any rubbing and pat carefully with towel.

- At anytime if you find than an eyebrow has moved out of place, just gently push it back into place like you would do with your own eyebrows.

- Be careful when putting on clothes over-head; just ensure you try not to pull on hairs with clothes.

- Eyebrow mascara can be used to secure extensions into place when you find they are getting messier.

- Sauna and steam can be attended, but only 24 hrs after treatment. Do not touch your brows while in sauna or steam.

- Finally, enjoy results and contact your technician if you have any questions.
REMOVAL

It is important that your clients know that 3D Brows can only be removed professionally. Inappropriate removal may result in damaged natural eyebrows. Removal procedure softens the bond and allows safe and easy removal, causing no discomfort or damage. Apply Sleek Brows remover on hairs using sponge applicator. Leave it to work for 2 minutes. After that just wipe the extensions off using dry tissue. Cleanse the eyebrows with Sleek Brows Tea tree cleanser and lint free pads. Once client wishes fresh set, previous brows should be removed and all steps must be repeated to achieve Sleek Brows result once again. Sleek Brows can be done as often as client wishes. Recommended time is every 3 weeks.

MARKETING AND GROWING YOUR BUSINESS

SELF DEVELOPMENT

Self development is important as you will continually learn and develop new skills which you will gain different experiences from. From these experiences you will learn new methods and ways of adapting your skills which will improve your performance. You will continually move through cycles of learning throughout your life. In order to gain experience and improve from those experiences you must reflect. This is a means that you have to think about what you have done and then look at ways of how to improve it. This principle will occur during everyday occurrences as well as in your professional development.

“Good Training and Education is a first step; a dedication to practice is second; the acceptance that no one ever stops learning and improving is the final step to a whole new career and skill”  Author Unknown

Keeping up to date with latest trends will introduce new ideas to your business and therefore improve your business and bring in new clients.

In order to keep up to date with trends you should:

• Visit trade shows
• Have a sales rep from your organisation visit and go through latest emerging trends and give samples or a demonstration.
• Subscribe to trade magazines.
• Read fashion magazines which also keep your clients aware of the latest releases.
• Follow industry professionals and brands (via facebook, youtube or twitter etc.)
• Stay open minded
TARGETS

Throughout life you will be constantly working towards targets whether it being consciously or unconsciously. A target is something which is set to be worked towards and often has a time limit attached to it. Targets are important as they keep you motivated and on the route to achievement. There are different ways of setting targets, but one of the simples is by:

FOLLOWING THE SIMPLE S.M.A.R.T. RULE:

◆ S – Specific
   Setting a specific goal that is manageable for you.

◆ M – Measurable
   The goal you have set must have a start and finish time limit.

◆ A – Achievable
   Make sure the goal is not unworkable and can be completed within the time restraints given.

◆ R – Realistic
   Be sensible with your goal.

◆ T – Timed
   For a goal to be achieved there should be a deadline to work towards.

REACTION POSITIVELY TO FEEDBACK

It is important that you react positively to a review as the outcome of the review is designed to improve your skills which will benefit not only the work place but mainly yourself. If you act negatively to this you will not achieve the required points which have been actioned during the review. Your employer will therefore not feel that you have the abilities or skills which are required of their employees, and this could lead to lack of promotion, training etc. in the future. This is also especially important during learning environment. At Sleek Brows we are working to mould you into best possible “brow builder”, so that it benefits your business. Honesty is our policy!

BUILDING AWARENESS

For too many people in business, prospecting for clients is like fishing with only a string and a pole. They know if they throw something out there, they'll draw attention. What they don't understand is that you must first be at the right fishing hole. And, second, that you have to use bait that the fish you're trying to catch like.
Let's address the right fishing hole first. Answer this question: Who is your ideal client? You should be able to list at least five criteria of your ideal client without even blinking an eye. The answers might be something like this:

1. Between the ages of 25 and 35
2. Female
3. Living within five miles of my location
4. Has school-aged children
5. Has enough disposable income

If you can't list at least five characteristics of the people who you need to reach, your business isn't going very far very fast. To get your answer quickly, consider your top three existing clients. What do they have in common? The answer to that question will get you started.

Next, you need to know how to reach these people.

If you sell to moms, where will you find them besides schools? Your list might look like this: grocery stores, at local events, children’s stores etc. You can advertise on the bulletin board at the local car wash or grocery store, preferably ones that are close to schools or children’s shops. Even better, take a part in local event and spread the word about your services.

Besides that, what will help are quality images of your work, website, facebook page, gumtree ad – all of this will help you build clientele.

If your ideal clients are those who earn very high incomes, where will they be found? Where should you advertise? Where they'll be found, of course. Advertise where the other technicians of your “calibre” advertise. Check to see if you can invest in the mailing list of stay at home mums in need of some spa treatments.

No matter who your future clients are, you can get the names of new ones from existing clients. All you need to do is ask. Don't ask if they know anyone, ask: "Do you know anyone else who would benefit from a Sleek Brows treatment?" This will get your clients thinking and eventually passing on to information to their friends.

Or, even better, offer existing clients special discounts or bonuses for sending in new clients. I'm sure you've heard or seen advertising where existing clients are offered a 10% discount or free mini treatment when they recommend to friends. You might offer a small % off their next treatment. The key is to offer something good enough that the client will think is worth their while to find others to send your way, even if it's just in a passing conversation.

Finally, keep trying different techniques and see what works best for your area and type of clientele.

**Build your professional portfolio and most of all enjoy what you are doing!**