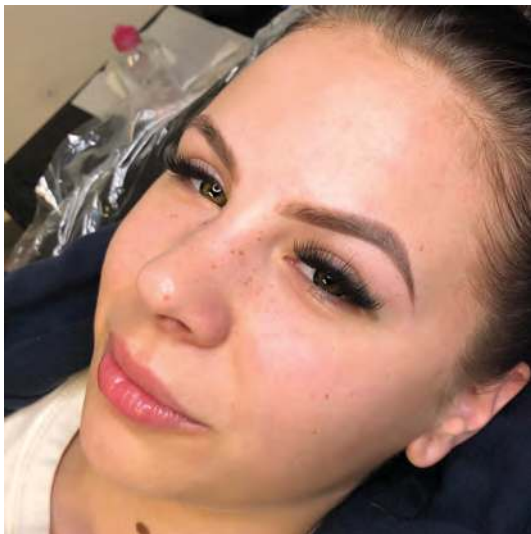


# PMU 101:

*everything  
you need to know  
before committing to  
permanent makeup*



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***an  
introduction  
to pmu***

# AN 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?

*We use two different methods at Refined Beauty:*

**MANUAL:** Using sterile, single-use hand-tools to create lines and/or pixels. We use this method for Microblading and some-times Lash line Enhancement.

**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.

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.

## WHO SHOULD CONSIDER IT?

*Anyone who...*

- 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.

## 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.

## WHERE SHOULD I GO FOR IT?

Choosing the right artist the first time around is critical. If you "get it right from the start," you won't have to worry about costly/painful removals or corrections. When selecting an artist, keep these 4 major factors in mind:

- By law, cosmetic tattooing is just that: tattooing! Don't be afraid to ask to see artist and facility tattoo licenses, and proof of insurance coverage. If these absolute-musts aren't available, it's safe to assume that this is not a safe or dependable environment to get tattooed in.
- Never bargain-hunt for what's essentially a face tattoo. A high price doesn't always equal a high quality, but "Groupon Brows" are usually discounted for a reason. While you may save initially, you'll likely end up paying 4x that initial investment on removals and corrective work, and still not end up with the look you wanted.
- There are two kinds of work examples that you might see in an artist's portfolio: "fresh" and "healed." Freshly-done work gives NO indication of what you'll be left with after your appointment, for years to come. The color is usually warmer and darker, the area is swollen, and the edges are super-crisp... This holds true for all freshly done tattoos. Artists love to see these photos, while clients might be a little afraid of them! But it's the healed result that counts. Look for photos of an artist's work that's at least 6 weeks healed, and be sure that you love most of them. I say "most," because a great artist adjusts their style a bit to fit each client's preferences, as they would for you. If you can't find any healed work examples, just ask!
- Reviews don't lie! While Yelp hides the vast majority of a business' reviews, Google and Facebook don't. If you check out all of these platforms & you're not impressed, you may want to look into a few other artists. If you hardly see any reviews on any of these platforms, that might also be cause for concern.

## WHY SHOULD I READ THROUGH 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.

# *overview*



***eyeliner***



***lips***



***brows***

## OVERVIEW: EYELINER, LIPS, BROWS

# eyeliner

If you're hooked on eyeliner, mascara, lash lifting/tinting, or lash extensions, this would be a dream come true. Permanent eyeliner can be used to enhance the eye shape/size/color, fill out the lashline, and captivate. Unlike old-school eyeliner tattoos, modern methods look super soft and classy. We use high-quality pigments that last and the most delicate techniques, so your liner will look vibrant for years without blurring over time. While most clients opt for black, we have a range of colors available.



### STYLES (UPPER LID ONLY):

**Lashline Enhancement:** We like to call this one the “training bra” of permanent makeup. This short-and-sweet service leaves you with a thin, subtle line only through the lashes, to create the illusion of a fuller lashline. It draws just enough attention to the eyes, in the “can’t put your finger on it” kind of way.

**Stardust Liner:** Your lacey, nude lingerie set. It’s sultry and feminine, yet appropriate for everyday. This technique mimics a smoked-out powder eyeliner. A dark and defined lashline diffuses upward onto the lid, creating a gorgeous gradient & small, customized wing. If you’re turned off by the look of old-school eyeliner tattoos, but want your eyes to be the center of attention... this may be for you. Note: This style is not suitable for clients with hooded eyes, heavily creased eyes, thinning skin, or very vascular lids.

**Classic Liner:** Your trusty black bra. It’s bold and makes a statement, yet can still be worn everyday. This technique is a solid eyeliner with a small classic wing. A dark and defined lashline diffuses upward onto the lid, creating a gorgeous gradient

**Permanent eyeliner typically requires 2 sessions to complete, and then you’ll need a “colorboost” every 2-5 years.**

### PRICING

- Lashline Enhancement, 2 hours, \$250
- Stardust Eyeliner, 3 hours, \$350
- Classic Eyeliner, 3 hours, \$350
- 6-8 Week Eyeliner Touchup, 2 hours, \$100
- Lashline Colorboost, 1.5 hours, \$200
- Stardust Colorboost, 2 hours, \$225

**I do not recommend lower lash line enhancement. Eyeliner is a long term commitment and lower liner can age you. If you are set on lower liner, I will only tattoo a delicate lower lashline. There will be a \$50 fee to add lower lashline enhancement.**

# ombré lips

Permanent lipcolor is the next big thing. If your lips have lost color over time or you lack definition around the edges, you're about to fall in love. We don't believe in just lining the lips, as our goal is achieve the most realistic, natural look possible.

The "ombre" effect features defined edges, fading softly towards the center of the mouth. This style creates the illusion of fuller lips, without injections! You can go bold, go nude, or correct scars/dyscoloration.

Permanent lipcolor typically requires 2 sessions to complete, and then you'll need a "colorboost" every 1-3 years.



## PRICING

- Ombre Lips, 3 hours, \$350
- 6-Week Lip Touchup, 2 hours, \$125
- Lip Colorboost, 2 hours, \$225

# brows

Permanent brow makeup is our most 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 three methods of permanent brow makeup at Refined Beauty:

Microblading, Powder Brows, and Combo Brows (a combination of Microblading and Ombre shading).

This is what sets us apart from other permanent makeup artists. 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.

This is why all of our artists' work looks slightly different on every client! Although we all have our favorite styles, we believe that brows should always be customized. Whether you're looking for super-natural or bold and defined, we're here for you.

Permanent brows typically require 2 sessions to complete, and then you'll need a "colorboost" every 1-3 years.



**+Check out the FAQ section later in this document for more commonly-asked brow questions!**

## PRICING

- Microblading, 2 hours, \$350
- Ombre Brows, 3 hours, \$350
- Combo Brows, 3 hours, \$350
- 6-Week Brow Touchup, 2 hours, \$150
- Annual Colorboost, 2 hours, \$325

**Want to test-drive a brow enhancement before committing?**

We offer temporary solutions with Threading, Tint and Henna Brows!

**If you are interested in 3D areola or scar/stretch mark camouflaging, please contact Jessica at [info@somdbeauty.com](mailto:info@somdbeauty.com)**

***more  
on  
brows:***

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***our 3  
methods***



## *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. The hair is spread evenly over the desired brow shape..*

## *powder brows*

Powder Brows, as opposed to microblading, do not feature hair strokes. Instead, a soft pixelated 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.

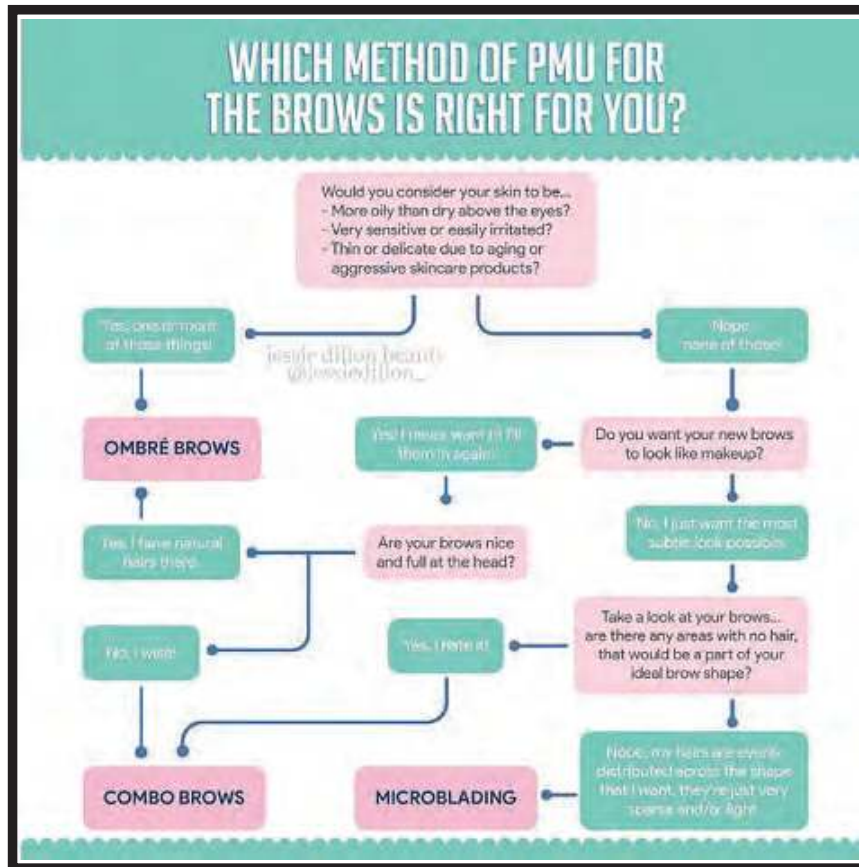
## *combo brows*

Combo Brows feature microblading and ombré 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.

## IF YOU'RE STILL UNSURE WHICH METHOD IS BEST FOR YOU, FOLLOW THE CHART BELOW!

But please note that this chart does not apply to those with previously done permanent brow makeup. More on coverups / 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 ombre or combo brow!

**NOTE:** You can switch to powder brow after microblading but not vice versa. Microbladed strokes will only show on a powder brow that is almost completely faded. For example, many clients start off with microblading, and later want the definition that can only be achieved by powder shading. Those clients would request a powder brow at their Colorboost session when their microblading starts to noticeably fade.

# **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-time session, a 6-week touchup, and then, if needed, another 6-week touchup to perfect. In most cases, the powder brow 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. We do offer saline tattoo removal and are partnered with a very reputable laser removal clinic nearby.

***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 [jessica@somdbeauty.com](mailto:jessica@somdbeauty.com) ASAP. That information 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: "Colorboosts" are maintenance appointments for clients returning to the same artist. Clients that are visiting a new artist, should always book initial appointments.***

# *contradictions*

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There are many contraindications to having permanent makeup services done. This is not only to ensure the best result possible, but for both your safety and ours.

Safety is our absolute top priority, closely followed by predictable, world-class results. ***Please review this section in full.***

# CONTRAINDICATIONS

## **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
- Over-filled lips (lip clients only): The risk of pigment migrating under the skin is too high.
- 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*

# PREPARING FOR YOUR SERVICE

## TO PREPARE 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.

## LIP CLIENTS ONLY:

- If you're concerned with deep wrinkles around the mouth or desire noticeably fuller-looking lips, we highly recommend having fillers done 3+ weeks prior to your service. Deep lines around the mouth can result in a jagged-looking lip line. And as we do not tattoo outside the natural lip line, permanent lip color will not make the lips look significantly fuller.
- In the 3 days prior to your service, you may want to begin a regimen of Arnica tablets (found at Whole Foods) & pineapple. Both of these will help to prevent excess swelling, which means a better healed result. (We are not medical professionals; These suggestions are based on personal experiences and our advanced education. Always consult your doctor before using any new vitamins or supplements.)
- Clients with medium-deep complexions should anticipate needing 3 sessions to achieve a desirable result. The first session will involve color-correcting only. At the second session we will begin laying down the target color, and at the third session we will perfect.
- If you have ever had a cold sore, you must partner with your PCP to begin an oral antiviral regimen at least 1 week prior to your service, and plan to continue treatment until 1 week after. The trauma to the skin is likely to cause breakouts for those that have experienced them in the past, and can even trigger breakouts in those that have never experienced them.

## BROW CLIENTS ONLY:

- 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.

## EYELINER CLIENTS ONLY:

- Lash 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 lash growth serums until 4 weeks after your liner touchup.
- Do not wear contact lenses to your appointment.
- In the 3 days prior to your service, you may want to begin a regimen of Arnica tablets (found at Whole Foods) & pineapple. Both of these will help to prevent excess swelling, which means a better healed result. (We are not medical professionals; These suggestions are based on personal experiences and our advanced education. Always consult your doctor before using any new vitamins or supplements.)
- If you wear lash extensions, they must be removed. If you plan to have them chemically removed, please do so 3 weeks prior to your service. If you plan to have them removed manually, or remove them at home with oil, they can be fully removed no less than 1 week prior to your service. Note: oil removal at home can take quite a few nights of repeated soaking to remove all extensions. To protect your investment, keep extensions off until at least 3 weeks after your touchup.
- If you are not certain that you can stay relaxed and in control of your eye movements throughout your service (no squinting, squeezing, fluttering, or opening unexpectedly), you may want to partner with your PCP to discuss an anxiety-reduction plan for the day of your service. The risks of permanent eyeliner services are magnified when clients cannot relax, and your safety is our number one priority.

# *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 eyeliner*

**WHAT TO EXPECT VISUALLY:** Most clients leave their liner appointments with slightly swollen lids. This is a normal reaction, and nothing to be concerned about. Swelling and redness can be a bit worse the following morning, but typically starts to subside within a few days. Swollen lids may also appear asymmetrical. Light peeling can occur between days 3 and 10. When the peeling is complete, the liner can often look much lighter. But 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 the first two days, keep the area dry. Many clients like to ice the area to reduce swelling, just be sure to keep a clean towel between the skin and the ice, and don't over-do it. On day 3, you can begin applying a very thin layer of Aquaphor with clean hands, if the skin feels tight, dry, or irritated. The skin should then feel hydrated, but never look wet. You should not need to apply Aquaphor for more than a few days.

**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. It's also critical that you avoid very hot showers or baths and any other source of steam, to prevent pigment migration (color bleeding under the skin).

**WHAT TO AVOID INDEFINITELY:** Retinols/ acids/ exfoliants within 1", and unprotected sun exposure.

### *how to take care of your new lips*

**WHAT TO EXPECT VISUALLY:** Most clients leave their lip appointments with noticeable swelling, bold color, and sometimes bruising. This is a normal part of the process, and nothing to be concerned about. Swelling and bruising typically starts to go down within just a few hours, and almost entirely by the following day. Peeling occurs between days 3 and 10. When the peeling is complete, the lips can often look much lighter. But 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:** Immediately following your appointment, feel free to apply generous layers of Aquaphor with clean hands as often as you'd like. Hydrated lips will heal more comfortably. Blot as needed between applications. Many clients like to ice the area to reduce swelling, just be sure to keep a clean towel between the skin and the ice, and don't over-do it. You should not need to apply Aquaphor for more than 10 days.

**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. It's also critical that you avoid very hot/acidic/spicy foods, having dental work done, smoking, excessive stretching or rubbing of the mouth, teeth whitening, topical cold sore medication, sleeping on the face (if you can help it), applying any lip product not recommended by your artist, or excessive sexual contact.

**WHAT TO AVOID INDEFINITELY:** Retinols/ acids/ exfoliants within 1", and unprotected sun exposure.

# 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 the aftercare cream, provided by Refined Beauty. 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" of brow area, and unprotected sun exposure.



If at any point you experience discomfort or signs of infection after any PMU service, contact both your artist and primary care doctor immediately.

**NEVER ATTEMPT TO ALTER YOUR OWN PMU.**

PMU takes a full 4-6 weeks to heal, and goes through many changes in that time. It can't be judged or adjusted any sooner than this. It's critical to patiently trust the process.

# *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!

# TESTIMONIALS

Microblading was something I've wanted to do for a long time but was really scared even though I've always been super self-conscious about my eyebrows. And I'm so glad I finally did it! Super pleased with my experience at Refined Beauty, Jessica made me feel very comfortable and I felt much better going into it after my free consultation. Highly recommend!!!

**Amazing results**



I am still in disbelief in how beautiful and natural my eyebrows and eyeliner turned out. When I look at the before and after pictures, it is hard to believe it is me!

Full disclosure: I have never desired to have a tattoo or understood why people love tattoos. No judgment - it just wasn't for me.

The irony of it all is now I have FOUR. This kind of tattoo might not be the typical kind, but ask anyone that knows me; it was a massive deal for me.

I have struggled with thin and awkward eyebrows my entire life. I also have heavy upper eyelids.

Jessica gave me beautiful permanent eyeliner on my lower eyelids to enhance my eyes and gave me beautiful, full, and natural-looking, permanent eyebrows.

I followed Jessica on IG for a year before scheduling a consult. Every picture was real, and regardless of her client's age, the result was stunning. She took her time with me and made an honest recommendation. If you ever have the pleasure of spending 4 hours with her, you trust she is passionate about her business and cares about her clients! Jessica Hill is impressive, and I highly recommend Refined Beauty!



Jess is the most patient person I have met. I am that client that asks a million questions, and is skeptical of the new. Her perfection is amazing 🥰 she takes her time, you will NEVER feel rushed. I am so glad I found this talented girl and her amazing prices. If you are looking for any permanent makeup Jess is definitely your girl. I highly recommend this class of art from her 🥰🥰

I had previously had my brows done somewhere else a couple of years before seeing Jessica, and unfortunately the color had turned a reddish hue and the microblading strokes had blurred together, due to the artist not taking my skin tone and the type of skin I had into consideration. Jessica was extremely knowledgeable and explained to me that due to my oily skin, I was not a great candidate for microblading and that a powder brow would be a better option. She also was able to mix the PERFECT color for my brows. They turned out absolutely beautiful, and I could not be happier with the results. Jessica and her staff are both some of the sweetest people I have ever met, and I enjoyed every minute of both of my appointments!



Jessica is AMAZING! She makes you feel incredibly comfortable while taking you through every step of the process. She makes recommendations based on her knowledge and training. I'm obsessed with my new eyebrows (powder fill) and am extremely thankful I found Refined Beauty!



She does beautiful work and I am grateful every day that I met her! Beautiful inside as well as out and takes great pride and has such joy in her work ❤️ 😊!



My heart is so happy! You've given me back the confidence that I've been missing for a while now! I can not thank you enough! I feel complete again! ❤️ ❤️



Want to keep reading? Check out our incredible reviews on Facebook!

The image features the word "FAQ" in a large, pink, 3D-style font with a black outline, centered in the middle. The background is white with scattered black polka dots of various sizes. At the bottom, there is a teal-colored wave-like shape that spans the width of the page.

# FAQ

# 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 JDB, 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 DONT 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 JDB 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 gel 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.

**IS IT SAFE?** Tattooing of any kind is considered to be totally safe, so long as:

1. It's done in a properly licensed facility, by a licensed and insured artist.
2. It's not done on any clients that are not considered good candidates (see contraindications above).
3. Proper aftercare instructions are followed closely.

At JDB, we hold 5 tattoo licenses, and multiple insurance policies. We do not tattoo anyone that's not considered to be a good candidate for it, and we provide detailed aftercare instructions digitally (via this ebook) and on paper.

**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! But consider this... Can you believe that permanent brow makeup only works out to about \$0.24 per day? Let me explain. One of the hottest brow products is Anastasia Brow Wiz (\$21, 6 week supply). That's \$0.50/day, plus time, energy, and frustration, to wake up with perfectly crafted brows. Ombre brows, our most popular brow method, are \$550 for session 1 + \$125 for session 2. After that, you shouldn't need maintenance (\$325) for 2-3 years. That breaks down to \$0.74/day. So for just an additional \$0.24/day, you can trade that pencil for hitting snooze + never stressing over your brows. Not in the morning, not at the beach, not at the gym, and not in the rain. If it sounds like a no-brainer now, that's 'cause it is!

## **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.

**WHAT IF I HAVE IT DONE, THEN NEVER GET A COLORBOOST?** 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 colorboost 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 COLORBOOST 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 colorboosts. 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. To help ease your nerves, check out this video of the full brow process from one of our clients: before, during, healing, and healed! <https://www.instagram.com/tv/B470-7CnShP/>

**CAN YOU TATTOO BLUSH, FOUNDATION, OR CONCEALER?** We do not recommend seeking out these high-risk services. The pigments typically used for them are prone to aging very poorly. For skincare solutions, please consider these services also offered at JDB: microneedling, facials, peels, LED therapy, and dermaplaning!



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

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*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 [info@somdbeauty.com](mailto:info@somdbeauty.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. We want you to be totally ready before booking, and keeping up with us online will help you to make your decision.
- Need some time? Follow Jessica on Instagram [@jess\\_refinedbeauty](https://www.instagram.com/jess_refinedbeauty) & Facebook [@PMUwithjessica](https://www.facebook.com/PMUwithjessica) for new content every day.
- 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.

*You've waited long enough already; It's time to wake up with your makeup.*