

HD BROWS

HIGH DEFINITION BEAUTY



HD BROWS BROWSCULPT

Brow Sculpt is brow lamination with a bespoke HD Brows twist. Whether you dream of achieving that full, fluffy eyebrow look, want to create symmetry in uneven brows or tame unruly hairs, HD BrowSculpt brow lamination treatment is for you. This corrective treatment helps you to achieve your desired position for up to 8 weeks.

WHAT IS BROW LAMINATION?

Brow lamination is an eyebrow perming treatment that involves correcting the brow shape by setting the hairs in place using a chemical solution. Brow lamination is a two-step process. Firstly, a cream is applied that breaks down bonds in the eyebrow hairs so they can be manipulated into a new position. This is followed by a second cream that rebuilds these bonds and sets them in their new position. If you have unruly, flat or downward growing hairs, eyebrow lamination can change the direction of growth to create a more uniform look with a higher arch and a more desirable brow shape for up to 8 weeks.

If this new on-trend & in-demand technique isn't enough, eyebrow lamination forms just part of the full BrowSculpt treatment. HD BrowSculpt corrective eyebrow treatment realigns your brow hairs into your desired position, making them much easier to manipulate. It can also help to achieve instantly fuller looking eyebrows using your existing hair. Whether you want to correct your shape, lift the hairs, or both of these options, here are the benefits of HD BrowSculpt brow lamination treatment.

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CORRECT



The results using HD BrowsSculpt product technology can dramatically enhance the shape of your eyebrows, helping you to achieve your dream brows in as little as one treatment. It's ideal if you want to change your full brow shape, but did you know that the treatment can be tailored to correct smaller targeted unruly areas? Perfect if you just want to add symmetry.

LIFT



From an extreme brushed up look to a subtle lift (and everything in between), your brows will appear fuller in an instant using your existing brow hair, making it a great microblading alternative. In order to achieve this lift, brow lamination relaxes and reforms the hairs, which also makes them easier to manipulate in to your desired position - another bonus if you have unruly hairs! Your morning beauty routine just got a whole lot quicker.

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BROWSCULPT PROCESS

CONSULTATION

All of our treatments begin with a thorough consultation, so we can establish your brow goals and work to achieve them. A patch test is required at least 48 hours prior to your treatment.

RELAXING THE HAIR

We'll start the process by relaxing the hair: breaking down the hair structure to make it straighter and easier to manipulate.

SETTING THE SHAPE

Next, we'll brush them into your desired position before applying a treatment lotion that sets the brows in place.

BESPOKE BROW TINTING

Your stylist will then tint your brows, using our Brow Dyes to mix a custom colour that that's totally bespoke to you.

MAPPING THE BROWS

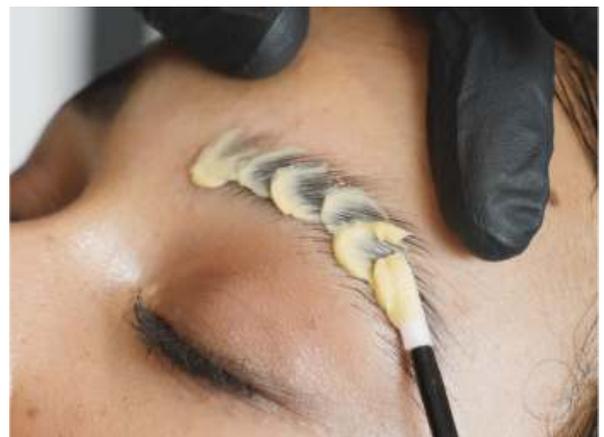
Now that your hairs are in their new position, you'll need a new shape to match. We'll create it with a combination of waxing, threading, tweezing and feathering.

FINISHING

Those finishing touches make your fresh brows feel even fresher, even if it's just adding a hair stroke or two.

WHY CHOOSE HD BROWS BROWSCULPT?

- The way we tailor brow lamination isn't just about brushed up brows; it can also be a fantastic corrective treatment to totally transform the shape of your brows. All treatments are bespoke.
- Want to create a bold, brushed up look? We can totally do that too.
- HD only work with the best, which is why the products have been developed with help from formulators at Nouveau Lashes, the creators of LVL Lash Lift.





HD BROWS BROW LAMINATION FAQs

IS BROW LAMINATION SUITABLE FOR ME?

Brow lamination works for most eyebrow shapes and styles, from full to sparse, so is ideal for anyone looking to improve the shape of their brows.

HOW LONG DOES A BROW LAMINATION TREATMENT TAKE?

The brow lamination process can take up to 12 minutes, however, other tinting and hair removal techniques are incorporated into the treatment. When brow lamination is incorporated into the HD Brows treatment, it should take roughly 55 minutes.

HOW LONG DOES BROW LAMINATION LAST?

Brow lamination results last up to 8 weeks following treatment. Your stylist will provide aftercare advice, to help you maintain your fresh brows.

DOES THE BROW LAMINATION TREATMENT INVOLVE ADDING IN HAIRS?

Not at all - there's no eyebrow extensions or permanent make up involved in a brow lamination treatment. The treatment uses entirely your own brow hair. It's the eyebrow repositioning and shape correction that gives a fuller appearance.

HOW MUCH DOES BROW LAMINATION COST?

HD Brows BrowSculpt treatment is £45. This includes the brow lamination process as part of the full treatment.

IS BROW LAMINATION SAFE?

Yes, brow lamination is a perfectly safe treatment. A thorough consultation and patch test proceeds all treatments to ensure suitability.

EYEBROW LAMINATION AFTERCARE ADVICE

It's really easy to care for your brows following a lamination treatment. For the first 24 hours, you should treat your brows with care, avoiding getting them wet, steam baths and saunas. After this time, you can treat them normally, simply brushing into place every morning with a spoolie. The application of conditioning treatments will be discussed during your appointment.

For best results, we recommend HD Brows TINT LOCK SERUM. This can be purchased from the HD Brows website. Please use the link below:

<https://hdbrows.com/shop/tint-lock-serum/>

Another option for aftercare treatment is Castor Oil. Please note that 'Black' Castor Oil is a heavier oil that can cause the 'lift' effect to not last as long. Another benefit of Castor Oil is that it is considered to help promote hair growth. This is great for those embarking on a regrowth program.

HD Brows also have a Brow Growth product available for purchase. This can be purchased from the HD Brows website. Please use the link below:



<https://hdbrows.com/shop/brow-maximiser/>

TIP: After 24 hours, it is also advisable to apply your hair conditioner to your eyebrows at the same time as you are conditioning your hair in the shower.

IS BROW LAMINATION THE SAME AS A LASH LIFT?

Brow lamination is not the same as a lash lift or LVL, but uses the same principles. Firstly, the bonds in the eyebrow hairs are broken down so they can then be reset in your desired position.

IS BROW LAMINATION PERMANENT?

Brow lamination is not permanent; results usually last up to 8 weeks.