

MJ
MARIE JOSÉ



Training Booklet
Eyebrow Tinting with Henna

Henna Brows

Marie-José & Co Henna Eyebrow Tint

www.marie-jose.co/en

Brow Henna Training

Part 1 Henna Brows Artist

In this part we talk about what it means to be a brow specialist and specifically, a Henna Brows Artist. We answer questions such as: Why are our eyebrows so important? How can I create perfect eyebrows? How can I shape eyebrows perfectly?

Part 2 Eyebrow Henna

In part 2 we learn more about the eyebrow henna tint. We learn the basics about henna tinting and give answers to questions such as: What exactly is eyebrow henna and what are the advantages of this tint? What do we need to consider when tinting with henna?

Part 3 Before you start

Success depends upon previous preparation. And without such preparation there is sure to be failure. What do I need to consider before I start tinting? How should I prepare the workspace? How do I choose the right brow shape? How can I clean the eyebrows before tinting?

Part 4 Tinting with Henna

Part 4 of this booklet is the practical one: Tinting with Henna. What is important when mixing the powder? What are the henna tinting techniques? How should I apply the henna paste? We tell you everything you need to know about Henna Brows!

Part 5 Care and Styling

What is the advice for aftercare to make sure Henna Brows are long-lasting? What care and maintenance is advised and how can you style Henna Brows?

Part 6 A successful Brow Stylist

You have now completed the Henna Brows training and received your certificate. And now what? Now you need clients! We help answer questions such as: How will I become known as a Brow Stylist? How can I get clients for the new brow treatment? In short: How can you become a successful brow stylist?



Part 1

Brow Henna Artist

Training Booklet

Marie-José & Co Brow Henna

Brow Stylist & Henna Brows



Both the professions Brow Stylist and Henna Brows Artist are still relatively new. Only in the last few years, our eyebrows have become the center of attention for beauticians and make-up artists alike.

We finally realized how important our eyebrows are and how they can transform the entire face. Our eyebrows can make our eyes appear bigger or smaller, make us look younger or older and even make us seem particularly tired or awake. Beautifully groomed and styled eyebrows are much more important than most people realize.

As the demand for eyebrow styling has risen, a new profession found a place in the world of beauty: A Brow Stylist. A Brow Stylist is a beautician or a make-up artist who specializes in improving or entirely modifying the shape and overall look of our eyebrows. When shaping eyebrows, the thickness and the shape formed by the hairs are just as important as the right colour and care. A new trend and way of tinting eyebrows is using eyebrow henna. Brows that are tinted with henna are often called "HENNA BROWS" and have become one of the fastest moving beauty trends.

“

Never underestimate a woman with perfect brows!

~ Marie-José



Eyebrow Styling



Perfect, Full Eyebrows!

Remember Cara Delevingne? Or, should we rather say, her eyebrows?

The British model is famous for her bushy eyebrows and made "messy brows" popular. She set the trend for full eyebrows and made eyebrows become an important fashion statement. We learned: Beautiful brows can change our whole face and make us look more attractive.



How to Shape Eyebrows

The right brow shape for your face is very important.

What to do with unruly eyebrows? A pair of tweezers and a pair of scissors can deliver great results for unruly eyebrows. Waxing and sugaring are another method to remove any unwanted hairs. Unfortunately, many women have overplucked their eyebrows for many years and are now left with very thin eyebrows. Eyebrow Henna is the perfect treatment for making thin and overplucked eyebrows look full and beautiful.



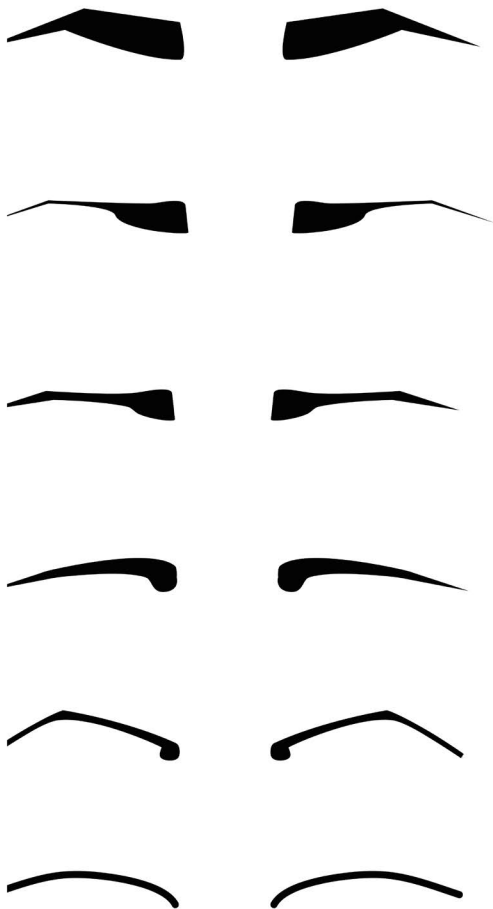
Eyebrow Tinting with Henna

Full and stunning looking brows with henna

Eyebrow Henna tints the skin underneath the brow hairs, leaving a luscious, long-lasting colour. When you found the right brow shape for your client, start outlining the desired shape on your clients eyebrows. Apply the henna paste inside the area you have outlined. That's how you get the full-brow-effect: Beautiful, thick eyebrows in a perfect shape!
Bow to the Brow!

Eyebrow Shapes

NO

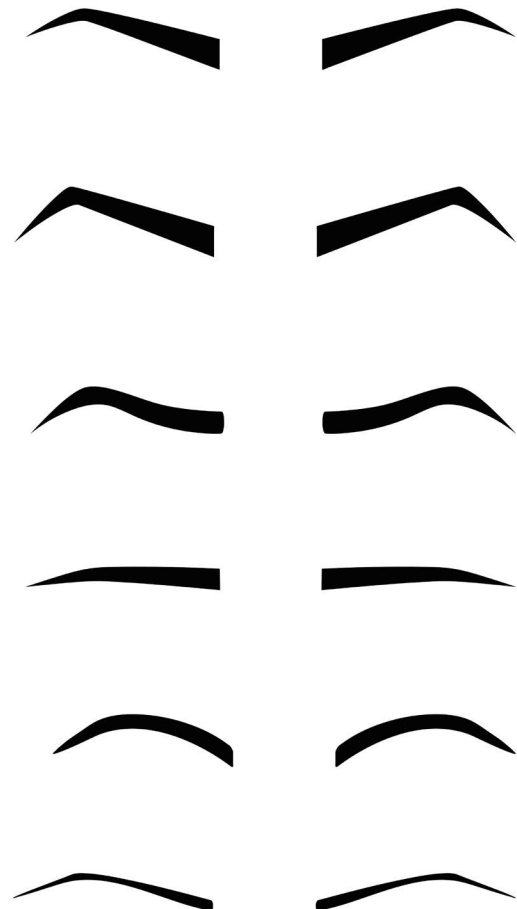


WRONG BROW SHAPES

These brow shapes are often caused by years of over-plucking eyebrow hairs. Many people who have over-plucked their eyebrows for years have ended up with a rather strange looking brow shape. These eyebrows are often too thin and almost always uneven.

Eyebrow henna will help to improve the brow shape and make brows look thicker but it is not possible to create a completely new shape with brow henna.

YES



RIGHT BROW SHAPES

Well-groomed brows act to frame the eyes and highlight our best features. The right eyebrow shape can brighten our appearance and make us look more youthful.

Perfectly shaped brows are rather thick, symmetrical and most importantly, they suit your face shape. Eyebrow henna can make eyebrows look thicker and more expressive.



Part 2

Eyebrow Henna

Training Booklet

Marie-José & Co Brow Henna

What is Eyebrow Henna?



The most important ingredient in this special brow tint formula is the henna leaf extract.

The henna powder for the Marie-José & Co brow henna tint is manufactured in a traditional way and taken from real henna plants in the Himalaya mountains.

The henna plant grows in warm and dry climates such as India. In India, henna has been traditionally used for creating semi-permanent skin tattoos with elaborate patterns, especially on the hands. The henna powder is extracted from the dried plants of the henna plant (*Lawsonia Inermis*).

Henna allows a semi-permanent tinting result. The tint will leave the skin stained for 1-2 weeks. On the eyebrow hairs the effect will last up to 6 weeks.

The duration of the brow henna effect also depends largely on the skin type and the daily beauty routine.

The natural, vegan brow henna treatment is becoming more and more popular. The eyebrow henna tint by Marie-José & Co is cruelty-free.

Brow Henna Colours



5 colours (can be mixed together)

The brow henna is available in 5 different colours. You can mix all colours with each other to achieve the perfect shade for each client.

Each bag comes with 5 little sachets.

One sachet (little bag) holds enough powder for 5 henna brows treatments. That means that one package will provide you with enough henna for 25 treatments.

Order all brow henna shades online: www.marie-jose.co

For a longer shelf life, the henna powder is packed in small sachets. After a sachet has been opened, make sure to seal it airtight with adhesive tape.

Training Booklet

Marie-José & Co Brow Henna

Advantages of Brow Henna

A beauty treatment with eyebrow henna has many advantages.

Henna Brows have quickly become one of the most popular beauty treatments among beauticians, hairdressers and make up artists. We believe that the popularity is mainly due to the great results you can achieve and the numerous advantages of henna. The most important advantages of brow henna:

Henna Powder

Natural henna powder

Brow henna tint is made from the leaves of the real henna plant.
Henna plant

Water-based paste

You only need to mix the Marie-José & Co Brow Henna with a few drops of water.
Just mix it with water.

No oxidizing chemicals

Most other eyebrow tints need to be mixed with an oxidant liquid.
No peroxide, no ammonia

Cruelty-free

Brow henna tint is made from the leaves of the real henna plant.
Not tested on animals

Vegan

Many clients ask for vegan cosmetics and vegan beauty treatments. Eyebrow henna is 100% vegan.

Full Brow Effect

Full Brow Effect

Full eyebrows

Brows that were once thin and almost invisible turn into full and bold eyebrows.
Henna plant

Corrects asymmetry

Easily correct asymmetric eyebrows with henna.
Perfect brow shape

Tattoo-effect on the skin

Henna also stains the skin underneath the brow hairs.
Tattoo like effect for 1 to 2 weeks

Well-groomed brows

Eyebrow henna will tint brow hairs for up to 6 weeks.
Long-lasting results

Before and After Results

You can see great differences in the before and after shots.
A difference that everyone can see

Gentle Treatment

Healthy eyebrows

Brow Henna is nourishing for the brows and regenerates the eyebrow structure
Beautifully groomed brows

Does not damage hair or skin

Brow hairs and skin are not damaged by brow henna tint.
Gentle procedure

Less terrifying than microblading

Henna Brows are a more natural alternative to permanent make-up and micro-needling.
Perfect alternative to PMU

Very effective for staining the skin

Suitable for all types of people with different complexions and skin types. Popular, fast and easy beauty treatment
Easy to use

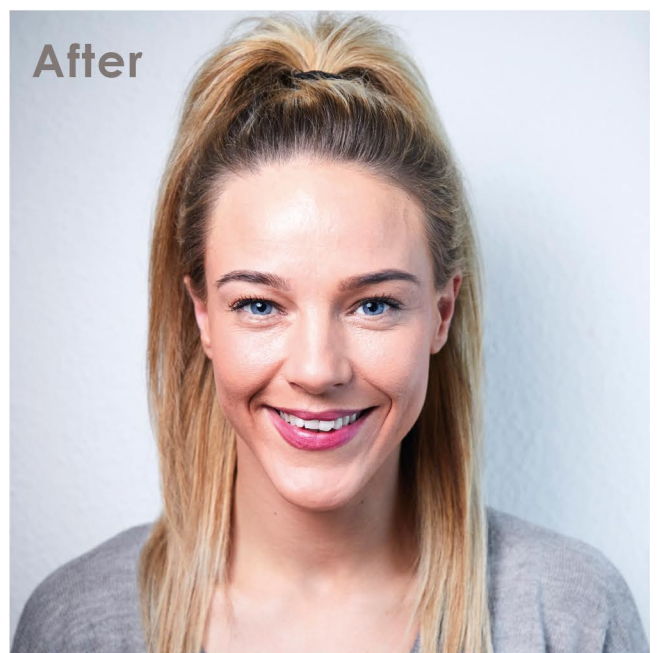
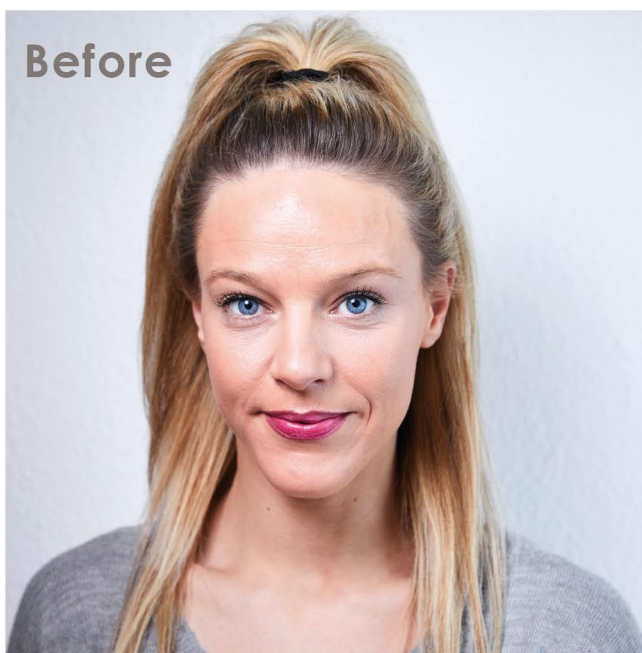
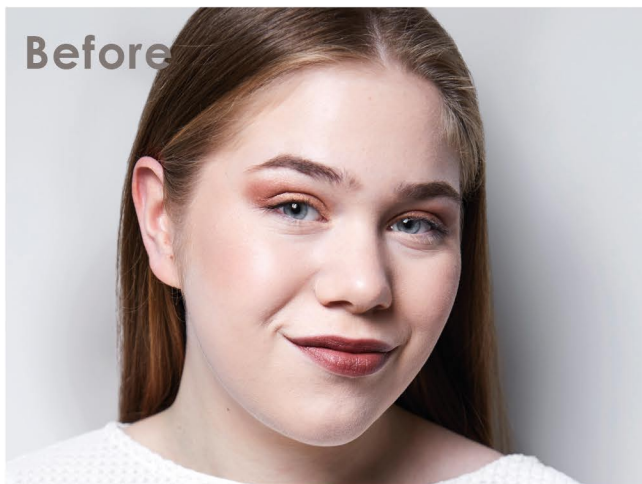
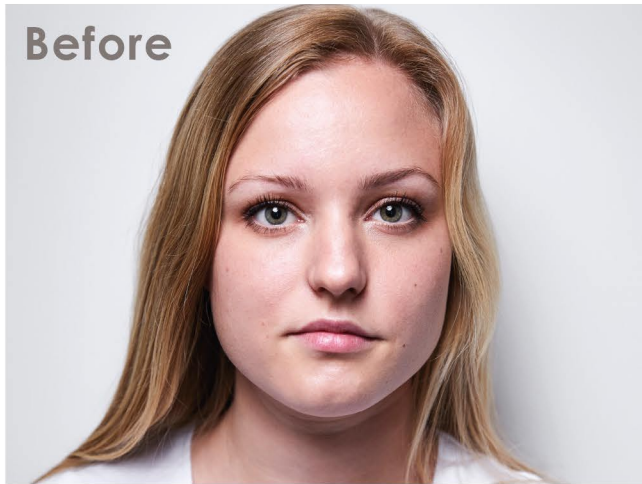
Eyebrow growth

You can use a brow growth enhancing serum to activate eyebrow hair growth after the henna brows treatment.

Take notes:

To be a successful henna brows artist, it is helpful if you can explain the advantages of brow henna as opposed to ordinary eyebrow tints. Write down which advantage is most important to you. Which other advantages of brow henna do you find important?

Advantages of Brow Henna	How important is this aspect to you?
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Part 3

Before Tinting

Training Booklet

Marie-José & Co Brow Henna

Preparation

Success depends upon previous preparation. And without such preparation there is sure to be failure. What do I need to consider before I start tinting? How should I prepare the workspace? How should I clean my client's brows? How can I achieve the right colour for my client?

Prepare your workspace

When working with henna, make sure to protect your workspace with an old towel or newspaper. Henna powder is a very fine powder. Carefully pour some powder from the bag into the cosmetic dish. Make sure no powder gets lost as it can leave ugly stains on your furniture. You might not see stains on the furniture right away but you certainly will see them a day later when the henna powder has been activated by the moisture in the air. Use a dental bib, a paper or an old towel to protect your table before mixing the henna powder with water.

Make sure you have all the necessary tools at hand before you start the treatment.

Best Tools for Tinting with Henna

You don't need a lot for tinting with henna but we do recommend the following tools:

- **Cosmetic dish** (for mixing the henna powder with water)
- **A pipette** (for adding the right amount of water)
- **Angled brow brush** (to apply the henna paste and achieve straight lines)
- **White Stick eyebrow primer / contour pencil** (to draw the brow shape on the skin)

Shop all henna brows accessories online: www.marie-jose.co



Additional accessories (recommended but not essential)

Some brow stylists use additional tools, such as a brow mapping string for henna brows treatments. You can also use a eyebrow ruler to measure and draw the ideal brow shape. You might find this a useful tool to work with but it is not absolutely necessary.

You can use the 'Brow Mapping' method to find and draw the perfect brow shape. This method is frequently used for permanent brow makeup treatments such as microblading. If the result is permanent, meaning it will be like a real tattoo, being a pro at brow mapping is essential.

As for henna brows, it certainly does not hurt to do brow mapping before tinting. Whether you do brow mapping before tinting with henna is completely up to you and your client's wishes. Brow Mapping has its advantages but is not absolutely necessary for a henna brows treatment.

Allergy Patch Testing

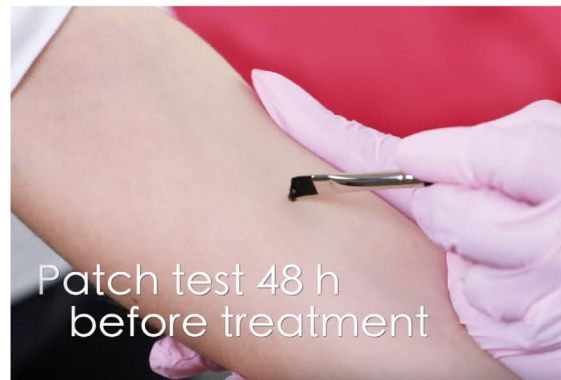
Not many people have allergic reactions to henna but you can never rule it out. Just as with other colour treatments, you have to do a patch test before starting the treatment. Some people experience allergic reactions. It is very important to perform a patch-test before you tint your client's eyebrows.

Allergic reactions - Patch Testing is important!

As brow stylists we aim to make people look beautiful. Our goal is to improve our client's eyebrows! We don't want clients to leave our salon with an allergic reaction on their skin. Perform an allergy patch test before each henna brows treatment.

How to perform a Patch Test:

- 1. Use the darkest brow henna tint.** Mix the henna powder with water to create a paste.
- 2. Apply a tiny bit of henna paste on the inner forearm.** (Here, the skin is almost as sensitive as around your eyebrows.)
- 3. Leave the henna for 15 to 20 minutes on the skin.** Now remove the henna paste with a cotton pad and some water. If you see first signs of an allergic reaction while the henna paste is still on the skin, remove the henna paste right away with water and a soap. Do not use any henna tints on this client!
- 4. Wait for 2 days:** If there are no signs of an allergic reaction 48 hours after the patch test, it is safe to use tint this client's brows with henna.



What are the signs of an allergic reaction?

If the skin starts to become irritated, red or it feels itchy, this is a sign of an allergic reaction. If you see one of these symptoms, remove the henna paste right away. You can also use oil to remove the henna tint.

Why do I need to perform a patch test?

I thought that henna is a natural tint, so why do I have to test for allergic reactions? The answer is simple. Brow henna tint is based on the natural ingredients of the henna plant but also contains a few additional ingredients. These additional ingredients make sure that the result will not have an orange or red tint. We want our brows to be blond, brown or black, not red. Without additives, the henna paste would also need to stay on the skin for several hours. That's exactly the reason why we added an additional ingredient called PPD. The henna powder only contains a very small amount of PPD. The European Union only allows a maximum PPD percentage of 2%. Of course, the PPD percentage in the Marie-José & Co brow henna is below 2%. The lighter the colour, the smaller the PPD percentage. That is also the reason why we recommend using a dark henna tint for the allergy patch test.

Eyebrow Shape

Many beauticians and hairdressers are fairly good at shaping eyebrows. A well-known method to achieve a good eyebrow shape that suits the face can be seen in this image.

The Marie-José & Co new Brow Mapping String is perfect for creating straight lines that help you to determine where to tint with henna.

Use the brow mapping thread to create straight lines. Make sure to use the golden ratio for eyebrows.

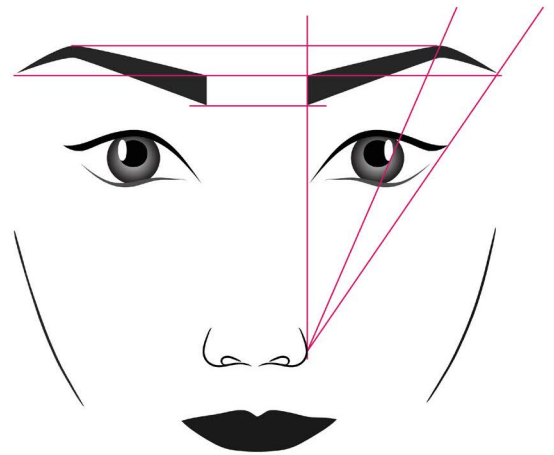
Make sure to define the start of the brows, the arch and the outer end of the brows.

Then define how thick you want the brows to be. Work with the client's current brow shape. With henna, you cannot create a completely different shape. You can only improve the existing brow shape.

Finding the right shape is a matter of experience: Practice makes perfect!
For more information on this topic, please visit www.marie-jose.co/en

Brow Mapping String

by Marie-José & Co



Brow Mapping String

The Marie-José Brow Mapping String is made of 100% natural ingredients. The thread is made of bamboo and dyed with natural charcoal.

Use the pre-dyed thread to easily draw straight lines on your client's skin around the brows.

Each pack contains 10 meters (33 ft) thread. This is sufficient for 50 treatments.

We recommend: Put on a pair of gloves, because the thread will also stain your fingers and hands.



Eyebrow Hairs

We recommend plucking or waxing the brows before tinting them with henna.
Chose a brow shaping method that both you and your client feel comfortable with.



Removing brow hairs

For your notes:



Brow Waxing & Sugaring

For your notes:



Eyebrow Threading

For your notes:

Be careful: Do not remove too many brow hairs! If brow hairs are continually plucked for many years, there is a chance that some brow hairs may never grow back.

Eyebrow Cleaning Tips

The best Way to Clean Eyebrows

To prepare your client's brows for tinting with henna, you will have to thoroughly clean them first. As a first step, we recommend using a soft scrub such as the Marie-José Soft Facial Scrub. Use the brow scrub to shed old skin cells. The henna paste will stain the skin much better and the result will be nice and even.

The full brow effect will also last much longer.

The eyebrow scrub is available in our shop:
www.marie-jose.co/en

Use brow scrub to prepare for the henna brows treatment

- Special ingredients for sensitive skin around the eyebrows
- Deeply cleanses eyebrows
- Helps to shed dead skin cells
- Reveals fresh skin that can be stained with henna (henna effect will last longer!)
- Helps to keep the skin stay moisturized
- No more ingrown hairs!

How to Apply:

Apply a thin layer and gently massage in circular motions. Wipe away with a damp cotton pad. Then thoroughly clean the eyebrows with an oil-free eye makeup remover.



Important! Use oil-free products for cleaning the brows before tinting with henna.

Even if your client is not wearing any makeup, it is very important to clean the eyebrows thoroughly before working with henna.

For very oily skin, we recommend wiping the brows with a cotton pad and alcohol before tinting with henna.

Oil is a natural barrier for henna.

If the skin is too oily, henna will have a difficult time staining the skin underneath the brow hairs.





Part 4

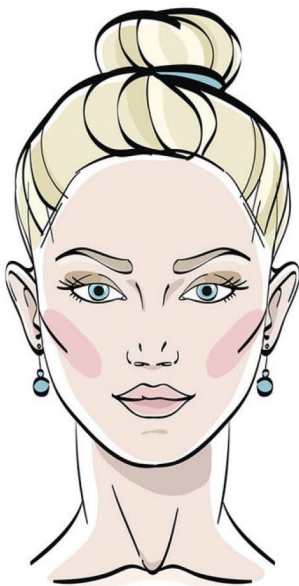
Tinting with Henna

Training Booklet

Marie-José & Co Brow Henna



WENKBRAUW HENNA KLEURENKAART



Blonde
Blond

Light Brown
Lichtbruin



Blonde
Blond

Light Brown
Lichtbruin



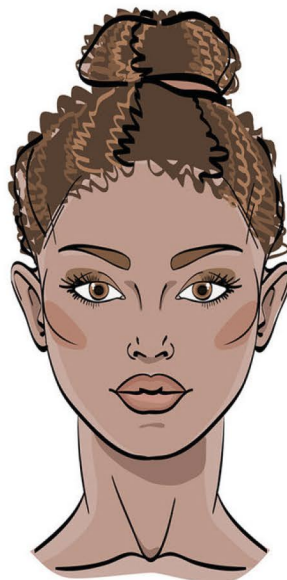
Light Brown
Lichtbruin

Medium Brown
Middenbruin



Medium Brown
Middenbruin

Dark Brown
Donkerbruin



Dark Brown
Donkerbruin

Black
Zwart



Dark Brown
Donkerbruin

Black
Zwart

Choosing the Right Colour

Picking the right colour.

Finding the right shade for your client's eyebrows should be a process you go through together with your client. Sometimes our client's wishes can differ quite a bit from what we had in mind for them. While you had a darker blond in mind, a client with light blond hair might actually prefer quite a dark brown colour for her brows.

Talk to your client and find out which colour they prefer. You can also show the henna colour card to your client. Download the colour card from our website: www.marie-jose.co/en

Mix two henna shades!

You can also mix two henna shades to achieve the perfect result!
Mix the two powders first before adding a few drops of water.

For example: Mix some blond and light brown henna to achieve a dark blond result.

How to achieve a darker result

If you prefer a bit of darker shade, simply leave the henna tint on brows for a bit longer. For example: To achieve a dark blond result, you can simply use the blond henna tint and leave it on the brows for a bit longer.

Rule of thumb: The longer you leave the henna paste on the eyebrows, the darker the result!

PS: Our blond brow henna tint will not lead to a light blond result but rather a middle blond or dark blond result.

You can never go lighter with henna, only darker!

As with any hair, if you want to go lighter, you first have to bleach the hairs. With henna you can only tint brows darker!



BLONDE



LIGHT BROWN



MEDIUM BROWN



DARK BROWN



BLACK



Mixing Brow Henna Tint

Just mix with water!

No oxidant necessary to mix the henna brows tint!
Just mix the Marie-José & Co brow henna powder with water!
For the perfect consistency of the paste, only use a few drops of water.

Pour a tiny little bit of henna powder (the size of a few rice grains) in a glass cosmetic dish.

If you don't have a glass cosmetic dish, you can also use another little glass container, such as a shot glass. Be careful: NEVER use a metal dish to mix the henna paste.

Mix the powder with a few drops of water to create a thick paste. To make sure you are using the right amount of water, use the pipette. Mix the powder with the water by stirring the mixture for 30 seconds.

The henna needs to become a paste. After mixing the paste, wait 2 to 5 minutes before you apply the henna paste on the eyebrows. If the henna is not dissolved properly, or if the paste is too thin (because you used too much water), the result may turn slightly yellow or green.

You really only need a tiny bit of henna powder to create an stunning result.

Each little sachet of eyebrow henna provides enough powder for 5 brow henna treatments. When starting out with henna brows, you will most probably use too much powder when mixing the paste. You will soon realize how much paste you are throwing away after each treatment. The more you practice, the less henna you will have to throw away. If you leave the henna paste out in the air for too long, it will quickly become dry. Make sure to mix a fresh henna paste before each treatment.

The colour of the paste does not determine the result whatsoever!

When mixing the henna powder with water, the paste will always turn out very dark (like the colour of soy sauce). The dark colour has no impact on the result. If you see little white grains in the paste after mixing the henna, don't worry. The white grains have not dissolved properly but it won't have an impact on the result.

A creamy texture

Mix the henna powder with water to create a creamy texture. Be careful!
Don't use too much water!

Only use **cold water** to mix the henna paste.

Wait **3 to 5 minutes** before applying the paste on the eyebrows.

If you have any questions about mixing the Henna paint, please fill out the contact form on our website: www.marie-jose.co/en



Apply the Henna Paste



A thick layer of henna paste!

Apply a very thick layer of henna paste on the eyebrows.

If you have worked with conventional brow tint before, you have probably applied a thin layer of tint on the eyebrows. Tinting with henna is different! Apply a thick layer of brow henna paste on your client's eyebrows. You don't have to apply several thin layers on the eyebrows. One thick layer is sufficient!

We recommend using an angled eyebrow brush for applying the henna paste precisely on the eyebrows.



How to use a cotton bud for corrections:

When working with brow henna, you don't necessarily have to apply the paste very precisely. You have sufficient time to correct the shape as henna does not stain the eyebrows right away.

You can apply the henna paste without being extremely precise and correct the shape with a cotton bud. Use a (damp) cotton bud to create straight lines for the desired brow shape.

As an alternative, you can outline the eyebrows with a brow primer (white stick) before applying the henna paste. Use a brow pencil or brow primer (white stick) to draw the right brow shape. Outlining the brows beforehand will make it easier to apply the henna but it is not absolutely necessary.

Henna Application

How to draw the right brow shape

Draw the right brow shape with the Marie-José & Co white stick before applying the henna paste. Use the white stick to create a "frame" for desired eyebrow shape. Then apply some henna paste on the area within the frame. The white stick has a sticky, oily texture. The henna paste will not taint the skin underneath the white stick.



Natural Ombré Look!

You can also create a very natural looking Ombré Look with using the Marie-José & Co brow henna tint. Ombré Look means that the inner sides of the brows are lighter than the outer ends.

There are two techniques to create that famous Ombré Look:

1. Start by applying the henna paste on the outer ends of the eyebrows. Then slowly work your way towards the inner brows. Wait up to 5 minutes before you apply the henna paste on the very inner end of the brows. The difference in exposure time will determine the intensity of the result. When the henna paste is left longer on the outer ends of the eyebrows, this part will be tinted darker.
2. Use a darker shade on the outside of the eyebrows and a lighter shade on the inside. Make sure that you create a soft transition from the darker to the lighter part.



Brow Henna Exposure Time

The exposure time will affect the result.

There are no strict rules about how long you should leave the henna paste on the brows. Remember: The longer the exposure time, the darker the result.

Rule of thumb: 10 to 15 minutes

Most brow artists leave the henna for 10 to 15 minutes on the eyebrows. We recommend an exposure time of 10 to 15 minutes, especially when working with a new client. With a shorter exposure time you can test how fast your client's hair and skin reacts to the the henna tint.

Would you like to achieve a darker result?

You can also re-apply some more tint (after you removed the paste) to make the brow a little bit darker.

Test different exposure times.

By leaving the henna paste on the brows for a bit longer, you can achieve a darker result.

Minimum exposure time: 5 minutes

If the henna paste is left on the brows for less than 5 minutes, you won't really see much of a result. That's why we recommend a minimum exposure time of 5 minutes to create a natural look.

Maximum exposure time: 30 minutes

After 30 minutes, the eyebrows will not become any darker. The henna paste will have dried after 30 minutes on the brows and you will have to rub a little harder to remove the paste.

After you have completed a few henna brows treatments, you will have develop a good feeling for exposure times.

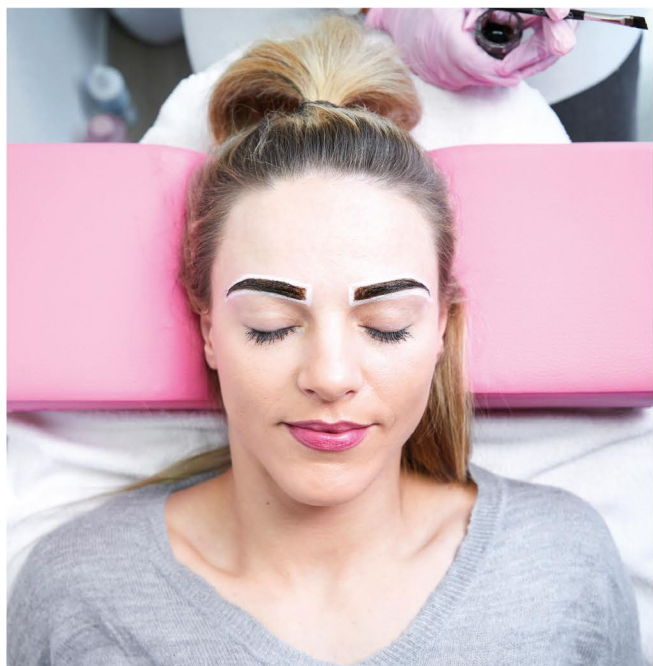
We recommend: Use the alarm settings on your mobile phone to keep track of the exposure time.

Use your time efficiently!

So I just wait for the henna to do the magic?
Or you could use the time efficiently. While the henna paste sits on the brows and you are waiting for result, you can also offer another beauty treatment. For example: Eyelash tinting, manicure, pedicure, massage etc.

Or simply put on some relaxing music. Your client will feel nice and relaxed during the henna brows treatment. While you are waiting for the henna paste to do its job, you could also get some admin work done or prepare a treatment in another room.

PS: To use time efficiently, some brow artists also combine a henna brows treatment with another beauty treatment.



Removing the Henna Paste

Cotton pad with water

Use a cotton pad with water to remove the henna paste. Wipe over the brows until every little bit of henna paste is gone.

Allow freshly tinted brows time to rest.

After the henna brows treatment, we advise to keep the eyebrows dry and product free. Do not apply any other product on the eyebrows. Do not apply eyebrow gel, brow make-up or any other products on the brows for 24 hours after the treatment. Allow some time for the skin cells to absorb the colour particle for optimal colour retention and long-lasting skin stain.

Many beauty products contain oil or alcohol. Both oil and alcohol will cause the tint to fade. It is best to avoid beauty products on your brows that contain oil or alcohol.

There is a situation, however, when you can use both oil and alcohol to your advantage. If a client is not happy with the result, you can use oil or alcohol to fade out the tint. Fortunately, it almost never happens that a client is unhappy with henna brows. Some people react similar as to a new haircut when they look in the mirror for the first time. You just need to get used to the new look :-)





Part 5

Aftercare and Styling

Training Booklet

Marie-José & Co Brow Henna

Henna Aftercare

For optimal colour retention and skin stain, we advise to tell your clients about the following aftercare tips.

24 hours after tinting:

- Do NOT use any eyebrow makeup
- Do NOT apply creme on your brows
- AVOID hot showers (heat opens the skin pores)
- AVOID swimming and saunas
- NO facial beauty treatment

Consider writing down these tips on a little flyer that you can give to your clients to take home.

Daily routine and care

The client's daily beauty routine can have a big impact on how long the henna skin stain will last.

Oil is a natural barrier for henna tint. Avoid using oily products on brows tinted with henna. Many beauty products in our daily routine contain oil. Try replacing oily products by non-oily products (such as moisturizers).

- Use oil-free face wipes (or do not use them on your eyebrows).
- Use oil-free makeup remover (or do not use it on your brows).
- Do NOT use any scrub after the Henna Brows treatment.
- Do NOT use oily creme on brows that are tinted with henna.

Because our skin always creates new cells, the henna stain on the skin is temporary. Henna Brows is a semi-permanent eyebrow treatment. The older we get, the longer it takes for our skin to renew itself. This is also the reason why the henna staining effect lasts longer on aging skin. Sometimes old age comes with its advantages ;-)



Brow Styling Products



Eyebrow Powder

**Very effective when the brow henna effect fades.
Professional eyebrow powder with ultra-pigmented formula**

After several weeks the brow henna effect will start to fade as the skin is constantly renewing itself. When the brow henna effect has faded, this eyebrow powder is perfect for creating a full-brow effect. Very effective on oily skin. (On oily skin types, the henna brows effect will not last as long as on normal or dry skin.)



Brow Highlighter & Concealer

**Enhance your Brows!
Stunning 2-in-1 effect on your brows! Lifting effect and younger look**

This pencil features one end with a gorgeous concealer to cover up blemishes around the brows. The other end has a universal highlighter pencil to highlight the brow bone. This will give your brows an instant lift! It is not too creamy so as to cause a messy application but not too firm to be difficult to apply.



Eyebrow Pencil

Perfect for creating fine lines when the henna brows effect has faded after a few weeks.

A good eyebrow pencil should not be missing in any brow artist's makeup case. Use the Marie-José & Co eyebrow pencils to draw additional hairs on the brows or when the henna brows effect has faded after a few weeks. Perfect for everyone with oily skin.

These products are also suitable as resell products.

All brow styling products are available online at Marie-José & Co: www.marie-jose.co/en

We also offer volume discounts.

Training Booklet

Brow Styling Gel



Fiber Eyebrow Gel

This tinted brow gel is enriched with fibers. Helps bulk up your brows with pigment. Creates a natural look and keeps your brows in place.

- + Thickening fibers add extra volume
- + Perfect for filling in sparse brows
- + Applicator for precise utilization
- + Waterproof and smudge-proof
- + Long-wearing
- + Natural ingredients

Natural Eyebrow Gel

Rosemary & Pine Cone Extract are innovative natural preservatives. Hop extract is used to soothe the skin and reduce inflammation and redness; it also balances the moisture in the skin. Lemon extract contains vitamin C which is a great antioxidant.





Part 6

A successful Brow Stylist

Training Booklet

Marie-José & Co Brow Henna

Brow Henna Artist

Your success as a Henna Brows Artist depends on various aspects. We believe that one of the most important success factors, if not the most important one, are happy clients. Only happy customers are returning customers! This means: If you have done a good job and your clients are happy with their henna brows, you are already half way there. Make sure your clients feel

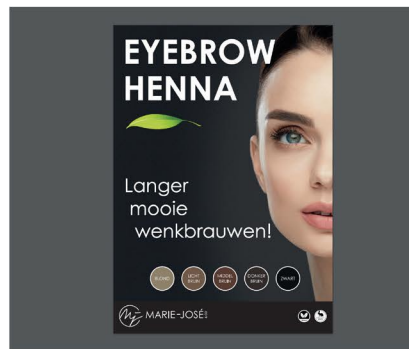
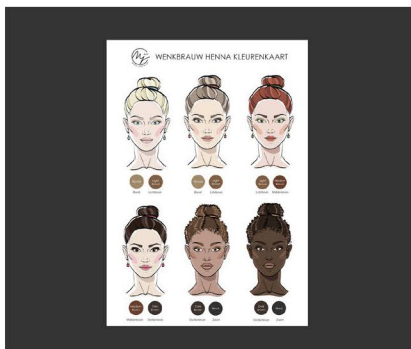
comfortable both during, before and after the treatment. Answer all your client's questions about henna brows and give them some additional tips for beautiful eyebrows, such as tips about how their henna brows will last longer. Make use of social media such as Facebook and Instagram. These platforms can attract new customers to your beauty salon and also allow you to

provide existing customers with information over new treatments in your salon. Social media offer the perfect marketing platform to share before and after photos. Be careful: Always ask your clients whether you can take before and after pictures of them and whether they are okay with you publishing photos of them on the internet or on social media.



How to Become a Successful Brow Stylist

Advertise your beauty treatments: Online & Offline

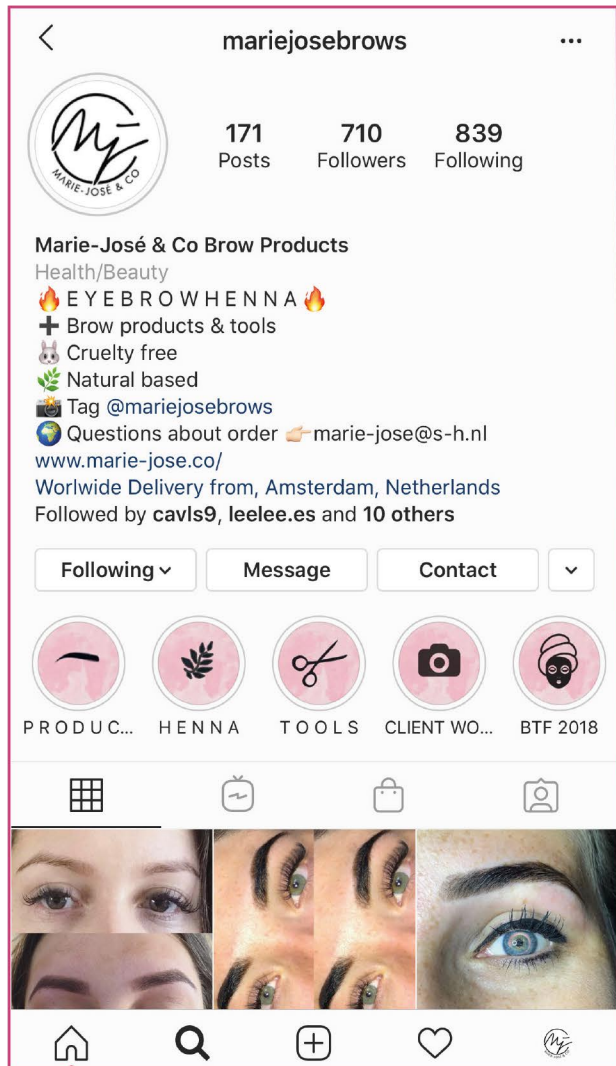


You can also download advertising material such as flyers and posters from the Marie-José & Co website. We also provide some before and after pictures of henna brows that you can share on your social media channels. Alternatively, you can also show your clients some before and after pictures on our Instagram profile and Facebook page.

Additional products, treatments and target groups



Additional brow styling products such as eyebrow powder and eyebrow pencils are perfect products for resell. Your customers can use the both the powder and pencil for quick and easy corrections when the henna brows effect has faded after several weeks. Brow henna treatments offer a great chance to reach out to new target groups. Why not dye men's brows with henna?



Hashtags:

#mariejosehenna

#mariejosebrows

#mariejosehennabrows



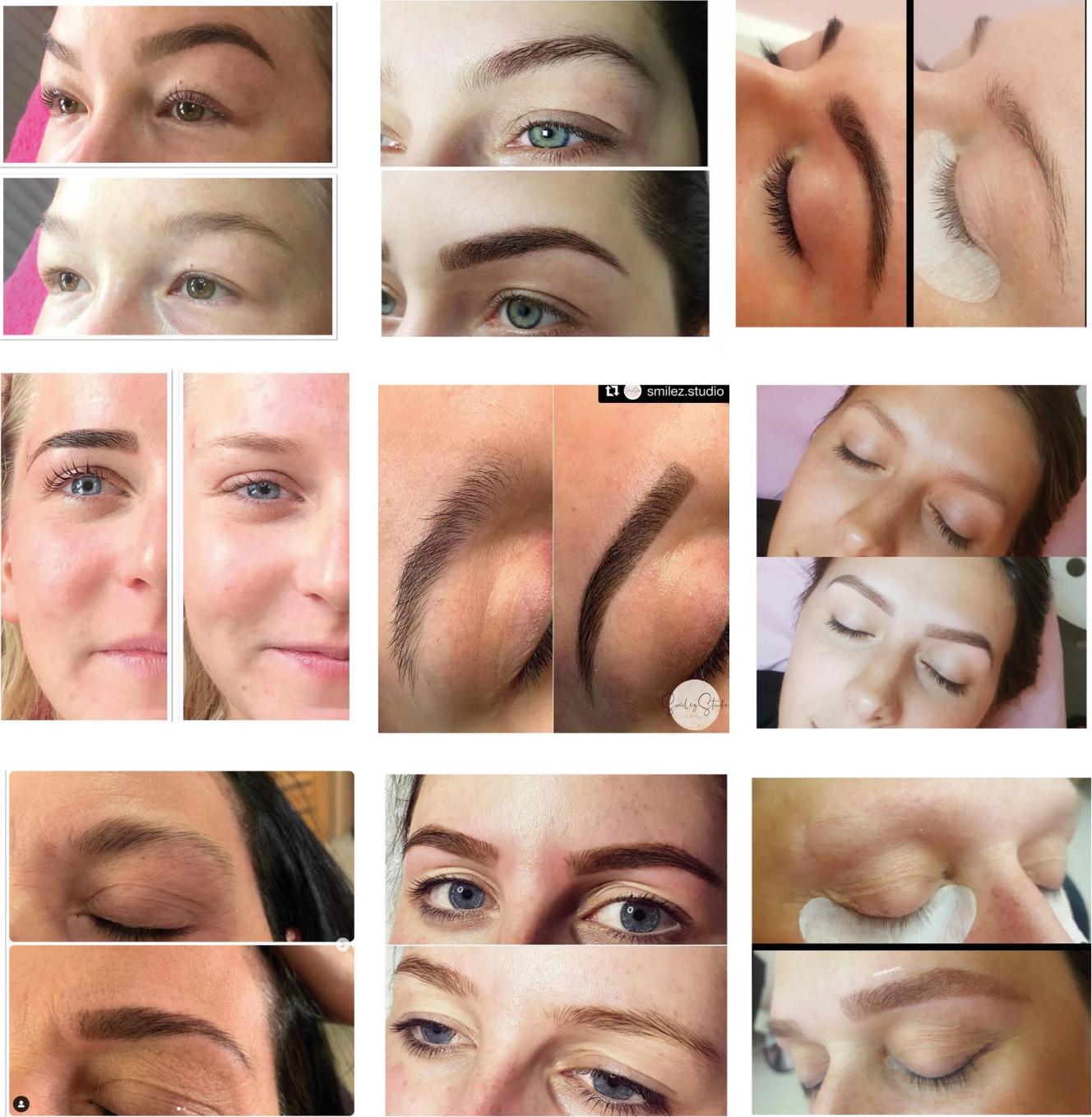
Instagram

@mariejosebrows

Marie-José & Co will feature you!

Use some hashtags (#) above in your Instagram posts for reposts on our site.

You can also search with the hashtag #mariejosehenna to show some before and after photos of henna brows to your clients. Tag @mariejosebrows in your IG posts to be featured on our page!



Find more before and after photos of Henna Brows on the Instagram channel @mariejosebrows and with the hashtags #mariejosehenna, #mariejose, #mariejosebrows, #mariejosehennabrows, #mariejosecosmetics etc.

Training Booklet

This training is provided by:



Instagram:
@mariejosebrows

Contact:

Drop us a message on our contact page:

www.marie-jose.co/en