

# PRETTY BROWS & AESTHETICS

## Referral Program

### How it Works:

- **Referrer:** When you refer a friend who completes a full-price brow service, you'll receive \$50 off your next touch-up appointment.
  - Example: If your touch-up is usually \$150, it will be reduced to \$100 with each successful referral.
- **New Client:** Referred friends get \$50 off their first treatment.
  - Example: For a regular price of \$350, they'll pay \$300 on their first visit.

### Additional Details:

- **Unlimited Referrals:** Each referral earns you a \$50 discount.
- **Discount Redemption:** Discounts apply only to future appointments.

Thank you for sharing Pretty Brows and Aesthetics with those you care about!

## GOOGLE REVIEW

Hi Beauties!

I'm so glad you trusted me with your brows at Pretty Brows and Aesthetics, and I hope you love the results! It would mean a lot if you could take a moment to share your experience with others—it helps people looking for the right place for their beauty needs.

If you want to leave a quick review, scan this code with your phone camera.



Your feedback makes such a difference, and I'm so grateful to have amazing clients like you. Thank you for being a part of Pretty Brows!

Warmly,  
Charla Wilson

---

# Pretty Brows and Aesthetics Aftercare Instructions

---

Thank you for trusting Pretty Brows and Aesthetics with your brows! To ensure the best results and proper healing, please follow these aftercare instructions carefully:

## Immediate Aftercare (First 24 Hours):

1. **Gently Cleanse:** After 1-2 hours, gently blot your brows with a clean tissue to remove any lymph fluid. Do this periodically to avoid scabbing.
2. **Avoid Water:** Keep your brows dry and avoid getting them wet for the first 24 hours.

## Days 1-10: Healing Process

1. **Cleanse Daily (Days 2-7):**
  - Use a gentle, fragrance-free cleanser. Lightly cleanse your brows each morning and evening.
  - Dab gently with clean fingertips and rinse with cool water. Pat dry with a tissue or a lint-free cloth.
2. **Moisturize:** Apply a thin layer of the aftercare ointment (if provided) once a day or as directed. Use a clean cotton swab to avoid contamination.
  - Avoid over-moisturizing, as too much can disrupt the healing process.

## What to Avoid:

1. **No Makeup:** Avoid applying any makeup or skincare products to the brow area for 10 days.
2. **Keep Brows Dry:** Avoid swimming, saunas, hot tubs, and excessive sweating during the first 10 days.
3. **Do Not Pick or Scratch:** As your brows heal, scabbing and flaking are natural. Do not pick at any scabs or flakes, as this can cause pigment loss or uneven healing.
4. **Avoid Sun Exposure:** Protect your brows from direct sunlight and tanning beds for at least two weeks. Once healed, always apply sunscreen to protect the pigment from fading.

## Typical Healing Stages:

- **Days 1-3:** Your brows will appear darker than expected; this is normal and will fade as they heal.
- **Days 4-7:** Flaking and light scabbing may occur. Your brows may appear patchy or uneven as they heal.

- **Days 8-10:** Most flaking should subside, and color will start to settle in. Don't worry if they look lighter initially—the true color will be revealed after a few weeks.

## Long-Term Care:

- **Touch-Up:** Schedule your touch-up session in 6-8 weeks for the best results and to perfect your brow shape and color.
- **Sun Protection:** After healing, apply SPF regularly on your brows to prevent fading and maintain color.
- **Avoid Certain Products:** Avoid exfoliating products (like retinol and AHAs) on or around your brows to preserve the pigment.

Thank you for taking the time to care for your new brows! If you have any questions during the healing process, feel free to reach out to Pretty Brows and Aesthetics at (602) 585-5044. Your beautiful brows are on their way!

# Thank you