



BBARE BROW LAMINATION

**#1 BBARE
PROFESSIONAL**
**Conversion From Another
Brand**



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Please ensure you fully read through this document before using the BBare products on your customers as it is important that you have a full understanding of the BBare lamination process as this may differ to your usual products and procedures.

INTRODUCTION

The BBare Brand

Values:

Supportive, inclusive group of industry leaders that openly advocate further learning and development of themselves and their artists. Creating a culture of consistent evolution.

Vision:

We are a movement of highly skilled brow artists that collectively support and encourage one another whilst delivering model brows to the public who ultimately associate the brand model brows as the only high-end luxury brow lamination treatment.

Mission:

Through the use of social media, influencers and mutually beneficial brand collaborations we will become an exclusive, respected training provider and a source of inspiration and motivation for brow artists. We will also become the number one recognised brand for brow lamination to the public.

Our BBare Artists

BBare Artists are fearless industry leaders with a passion for their craft. We support all our learners from the moment they begin their training and throughout their career, providing ongoing support and advice to ensure our artists feel confident, encouraged and recognised. Our high standards of training and support contribute to our good reputation, because your success is our success. We are proud of you!

Our BBare Academies

BBare Academies, We are here to support you every step of the way to ensure you can deliver your training to your students with a full understanding of the BBare product range.

THE BBARE EXPERIENCE

It's time to learn brows the BBare way. It is our aim to discover the goals of our clients and work to achieve them. We believe in doing things differently and we are passionate about our work. This conversion document will assist you to transition from your old brow solution onto the BBare range.



Included In Your Professional Kit

- Step 1 - Super lift
- Step 2 - Neutralise
- Step 3 Hydrate
- BBare Brow Glue
- Brows On Film
- 100ml Brow Cleanser
- Micro Wands
- Spoolies
- BBare Balm - Used As A Barrier Balm

IMPORTANT INFORMATION

The BBare Professional range is for fully accredited and trained professionals.

Our Pro formula is designed for in salon use only

The Super Lift solution **MUST** be used with our specially designed glue.
The glue acts like a barrier to protect the brows and skin from over processing.
Do not use this solution without the recommended glue step.

The glue is designed to break down as the solution develops meaning it will easily wipe away from the brow once the development time is up.

PRE-CONSULTATION

It has often been said that first impressions count, and it's true. Whether face to face, on the phone or on social media your services begin the moment a client engages with you and your work.

The first aspect of consultation comes before the appointment and is when your client makes a general enquiry. In order to give the best possible service, it is important that you give clear and relevant information about the treatment on offer.

It is advisable to have experienced the treatment yourself, in order to give an accurate account of what to expect before, during and after. Clients may wish to know whether they need to do anything before they arrive, how long the treatment lasts for, the cost and whether this is set or may change on the day as well as benefits, aftercare and whether there are any restrictions, such as pregnancy or breastfeeding. The more information you can give your clients, the more reassured they will feel.

PATCH TESTING

It is vital that every client is patch tested prior to their appointment in order to ensure client safety and to comply with insurance. Client's should be made aware of the benefits of patch testing prior to treatment. In some cases, other products i.e Tint should also be patch tested, in order to comply with the manufacturer's guidelines.

You should patch test clients 48hrs before treatment. Each of the BBare products will need to be applied to a sensitive area in the crease of the elbow. Using a clean applicator for each product, take a small amount of product and apply it straight onto the skin, cover with a plaster then advise your client



informs you if they suffer a positive reaction, including redness, itching, swelling and irritation. If this is the case, you must not use this product at your client's appointment.

When using tint within the treatment, take a clean applicator and apply a small amount of tint and peroxide to a sensitive area in the crease of the elbow cover with a plaster then advise your client to wash the product off after around 48 hours. It is vital your client informs you if they suffer a positive reaction, including redness, itching, swelling and irritation. If this is the case, you must not use this product at your client's appointment.

PREPARING THE BROW

Before you begin working on your client, using the BBare Cleanser to take away any make up or skincare products around the brow.



Using the Brow Balm as a barrier balm to protect your clients skin around the brow. Apply a thin layer around your clients brow (be careful not to apply this onto the eyebrow hairs)

Now your clients brows are prepared we can start the lamination process.

Begin to apply the Brow Glue to each brow. Ensure you apply the glue in small sections to avoid it from setting before the brows have been set into their position.

It is crucial that you use the brow glue and do not miss this step as the formula has been designed and tested with use with the glue.

SETTING THE BROWS

SUPERLIFT

Take a clean disposable micro applicator and place a pea size amount of BBare step one into the back of a gloved hand.

Using a micro applicator, apply the product to the brow hairs, avoiding the skin. Leave on for the recommended amount of time suggested on the BBare packaging.



Very Fine Brows - 3-4 Minutes

Tip For clients with very fine brows you can use our retail formula if desired as it is much gentler for this type of clients.

Fine Brows - 4-5 Minutes

Medium / Natural - 5-6 Minutes

Very Course / Strong - 6-7 Minutes

Tip - When switching from another brand we recommend reducing these times by 1-2 minutes and performing the lamination treatment on a minimum of 2 case studies until you have a understanding of the timings in comparison to your other brand you uses or trained with.

Thin, fine hair does not need as long to process as coarse hair. Assessing the hair type is very important to avoid damage to your clients brow.

Apply Brows On Film.

Tip For clients with very fine/fine brow hairs. Do not apply brows on film as this gives heat to the brows to help the development but this may be too much for fine brow hairs.



After 2- 3 minutes remove the film if you have applied this and, brush the brow hairs upwards using a spoolie brush.

Always work the brows into the customer's desired style like when applying the glue.





At this point you check the brows and if you are happy that the brows have sufficient product from root to tip then reapply Brows On Film.

Once the development time is up remove the solution by gently wiping with a dry cotton pad. (do not rub the brows)

NEUTRALISE

Take a clean disposable micro applicator and place a pea size amount of the BBare neutraliser on the back of a gloved hand.

Using a micro applicator, apply the product to the brow hairs in an upward motion avoiding the skin.



Leave on for recommended time. Thin, fine hair will need a shorter processing time than coarse hair.

After this time, remove the product using a dry cotton pad.

Always work the brows into the customer's desired style like when applying the glue.

HYDRATE

After BBare Lamination and Design have been carried out, you can now apply the final step to the brow. Take a clean disposable micro applicator and place a pea size amount of BBare step three Hydrate onto the back of a gloved hand. Using an applicator, apply the product to the brow hairs in an upward motion.

AFTERCARE

To ensure best results, provide your client with a BBare aftercare card to remind them of the best maintenance for their brows. We ask clients to avoid any situation that may cause irritation to the freshly laminated / waxed skin, such as:

- Sunbeds
- Fake Tan
- Make Up

We also ask that clients having lamination refrain from getting their brows wet for 24-48hrs. Brushing laminated brows regularly allows them to keep a fresh appearance.

Under no circumstances should a client have a professional treatment redone before the 6-8 week mark.

Brow Balm is an ideal product got your client to use post lamination, this will keep the skin healthy and the brow hairs hydrated and encourage new hair growth.

SOCIAL MEDIA SUPPORT

As part of your BBare training, we also provide ongoing advice and support to ensure you maximise your earning potential.

We update our advice regularly depending on the current trends, algorithms and advancements in technology. Up to date advice can be found in our professional portal (coming very soon)

BBare Movement.

Our top tips are always:

- Take Pictures! Before and Afters are great for showing your clients the benefits of the BBare treatment
- Videos – videos add an additional dimension to your social media channels. Clients love to see the treatment in all of its glory and videos help to capture that.
- Mix up your content – don't just post treatment pictures, enlighten your clients on how the treatment works with informative videos. Let them get to know you and show off what you know. Share client reviews, favourite products – the list is endless but the more content you have the better!
- Use hashtags, locations and tag like minded accounts – this not only makes you easier to find, it also builds a sense of community between you and other BBare artists – which is what the BBare Movement is all about!

BBARE BABES



Our amazing BBare Babes programme is designed to not only provide a new income stream to build your bank balance but also an incredible opportunity to attend exclusive events, fabulous trips and travel the world all FREE thanks to BBare!

This programme has been created around genuine customers who love our products, giving honest reviews & real Recommendations to their families, followers and friends.

Whether you're a customer, MUA, brow tech, salon owner or an influencer or training academy this is for you!

Anyone can become a BBAREBABE!

Here you can see our BBare BBabes Programme. Once you become a BBare Babe you can start collecting your commission and badges to attend our FREE trips and holidays. How amazing is that!

Ask The Team For More Information