



Chella[®] PRO

how to brow guide

60 SECOND BROW FILL | HOW TO BROW MAP

HOW TO GROOM | HOW TO BROW IN 3 EASY STEPS



CLEAN



CRUELTY-FREE



VEGAN



PARABEN-FREE



GLUTEN-FREE



RECYCLABLE



60 second brow fill

A 60-second brow fill is a quick and easy technique for professionals to give a natural enhancement to the brows and can be done after any service. Here's how it can be done:

1. Use the spoolie brush on the end of **Chella's Dual Blending Brush** to brush the brow hairs upward and outward, creating a neat and clean look.
2. Take a **Chella Eyebrow Cream** or **Eyebrow Pencil** that matches the client's natural brow color and use short, feathery strokes to fill in any gaps or sparse areas in the brow starting at the arch. The brows should be light towards the front and gradually get darker towards the tail.
3. Blend again using the spoolie on the end of **Chella's Dual Blending Brush** to blend the color and create a natural looking gradient.

This technique can be done quickly and effectively, and is ideal for clients who want a natural-looking, low-maintenance brow fill that can be done in 60 seconds.

CHELLA PRO TIP:

Refer to Chella's color matching guides and have it available when selecting your clients shades.

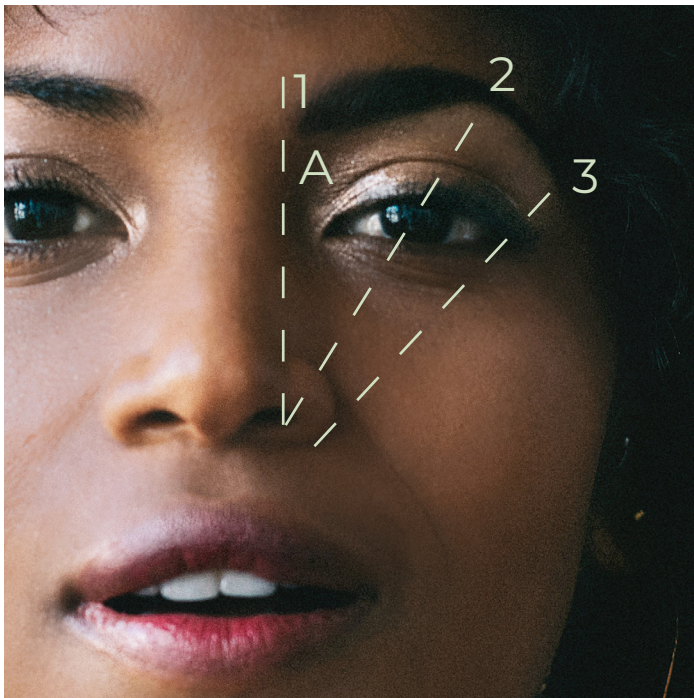
how to brow map

1. Find where your brow should begin. To do so, line up the pencil from the middle of your nostril to the inside corner of your eye and make a mark.

2. To find your arch, look straight ahead, line up the pencil from the middle of your nostril, go straight through your pupil, and make a mark.

3. Now you need to know where your brow ends, so you must line up the pencil from the corner of your nose to the outside corner of your eye and then make a mark.

5. Finally, connect **point A to point 3** and you've got yourself a perfectly mapped brow.



4. Now for the fun part! Grab your fav Chella Eyebrow Pencil and connect **point 1, 2, and 3** (as shown in the diagram). Depending on your style, draw a line from **point 1 to point A** to determine how thick you want your brows.

CHELLA PRO TIP:

If you have thin to medium lips, draw on thin to medium brow thickness. For those with fuller lips, try going for thicker brows!

CREATE, TAILOR, & MAP
YOUR CLIENTS BROWS.

how to groom

1. Using the Chella Razor with Brush and Comb Cap, pull the brush and comb cap off to expose the razor. Using short strokes in a downward motion or in the direction of your hair growth, remove the hairs above the top of the brow only.



2. Use the spoolie on the Dual Blending Brush to brush the eyebrow hairs in an upward direction. Gently trim along the top of the eyebrow using the Chella Scissors. Be sure to check for sparse areas within the brow before you trim.

TRIM HAIRS



COMB OR BRUSH HAIRS UP

3. Next, use the Chella Slanted Tip Tweezers to gently remove any unwanted hairs below the Brow Map. Simply pull the skin taught and tweeze out hairs in the direction of the natural hair growth.



4. Finally, blend out (erase) the front area of the Brow Map, that you created with a brow pencil, as shown in blue in the picture below. You can use the Dual Blending Brush pictured below or your finger to blend it away.



BLEND OUT (ERASE)

5. This can look like the final eyebrow shape before you begin the How to Brow in 3 Easy Steps! Let's go!



how to brow in 3 easy steps

1 | fill 2 | define 3 | highlight

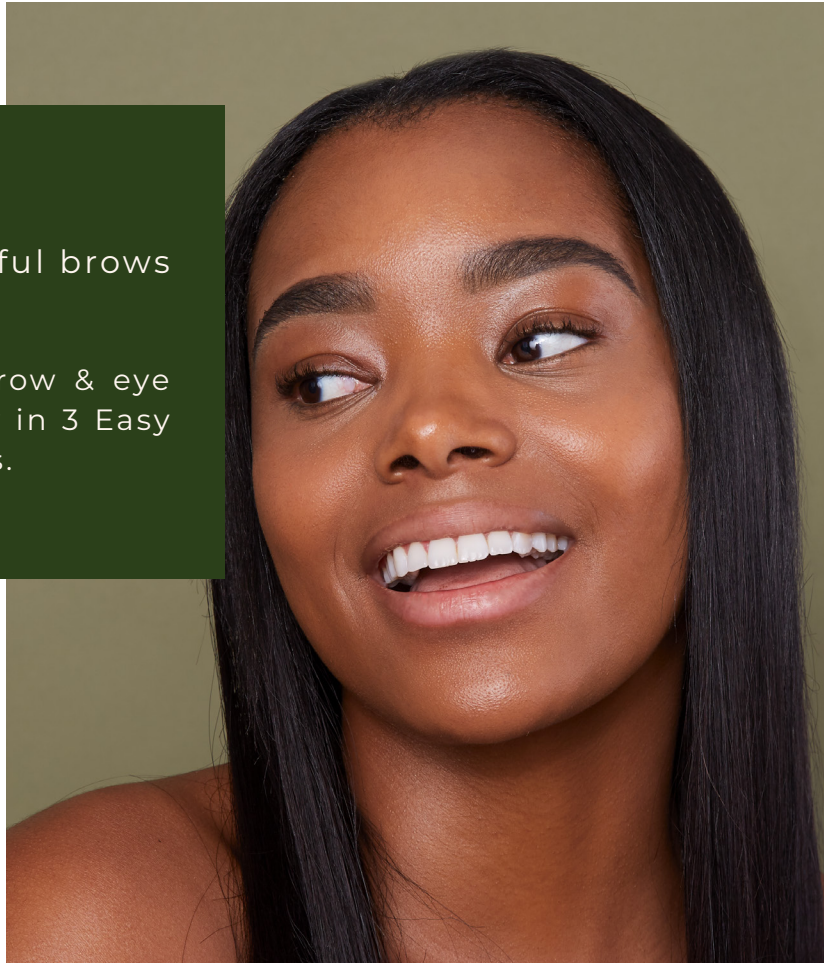
SIMPLE. EASY. EFFECTIVE.

This is a complete guide for beautiful brows anywhere, anyplace and anytime.

Learn how to simplify your client's brow & eye beauty routine with our "How to Brow in 3 Easy Steps" for natural-looking, fuller brows.

CHELLA PRO TIP:

Refer to the "How to Brow Map & Groom" section before beginning to create the optimal brow shape.



YOU WILL NEED . . .

- Chella Eyebrow Cream or Pencil (shade of choice)
- Chella Eyebrow Defining Gel Clear
- Chella Highlighter Pencil (shade of choice)
- Chella Dual Blending Brush

step 1 | fill

Depending on your clients preference, select the Eyebrow Cream or Pencil.

Eyebrow Cream

Available in 9 shades

Apply cream in short, hair-like strokes beginning from the middle of your brow (remember a little goes a long way). Gradually build up product in the natural direction of hair growth from arch to tail. Use excess cream left on the brush to draw upward hair-like strokes at the front of the brow to keep it looking natural.

CHELLA PRO TIP:

Use the Cream cap as a palette to keep it sanitary. Apply a small amount of product onto the cap, and sanitize the cap and brush with alcohol when finished.

Eyebrow Pencil

Available in 9 shades

Brush the brows upward with the spoolie on the pencil to really see the shape and natural direction of hair growth. Starting at the arch of the brow, build up product in the natural direction of hair growth from arch to tail. For the front of the brow, apply light hairlike strokes in an upward motion, the front should be lighter than the arch to tail. Blend the product out with the spoolie on the pencil for a natural effect.

CHELLA PRO TIP:

For a more dimensional brow start with the Eyebrow Cream one shade lighter than your brow and add a darker Eyebrow Pencil for hairlike strokes.



EYEBROW CREAM



EYEBROW PENCIL

step 2 | define

Eyebrow Defining Gel Clear

Apply by brushing the hairs in an upward motion to your desired fullness. Once hairs are brushed up, brush the tops of the hairs over.

CHELLA PRO TIP:

Use a disposable spoolie when applying on clients to keep everything sanitary.



step 3 | highlight

Highlighter Pencil

Available in 6 shades

Starting from the mid - arch of the brow, apply the Highlighter Pencil below your brow and above the arch to the tail area. Using the Chella Dual Blending Brush, blend out the Highlighter to flawlessly finish your brows.

CHELLA PRO TIP:

In addition, this multipurpose highlighter can be used to “open” the eye area by applying to the water line and inner corners of the eye. Perfect for highlighting a beautiful smile and preventing lipstick spread by applying to the cupid's bow and along the lip line or minimize the appearance of dark circles!



thank you

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