# BROW INTENSIFYING

Patented brow and lash tinting system. Customized make-up effect.



Create the most intense looks with RefectoCil's Intense Brow[n]s<sup>™</sup> and discover the new trend service Brow Intensifying by RefectoCil<sup>™</sup>.

FDA approved brow & lash tinting system. colour additive. For fuller looking eyebrows and expressive eyelashes. Available in 4 fascinating shades.

- Up to 6 weeks.
- Dermatologically & ophthalmologically tested.
- Easy application in your salon.
- Semi-permanent make-up effect for fuller looking brows.
- Not tested on animals.



# N T R O

# THE WOW EFFECT!





### Ash Brown

For lighter and natural looking results. A cool and ashy shade of brown that suits neutral and cold colour types well.



### Chocolate Brown

For natural brunette results. A medium brown shade with a slight warm undertone. Recommended for neutral or warm skin types.

### Deep Brown

For dark brown results. A particularly dark shade of brown, for striking and eye-catching looks. Especially recommended for gentle facial features and dark hair.

RefectoCil Tense Brow[n]s

## Black Brown

For almost black and intense results. The almost black shade gives the face a strong frame. Harmonious with black hair or to create contrast brows.

RefectoCil Intense Brow[n]s



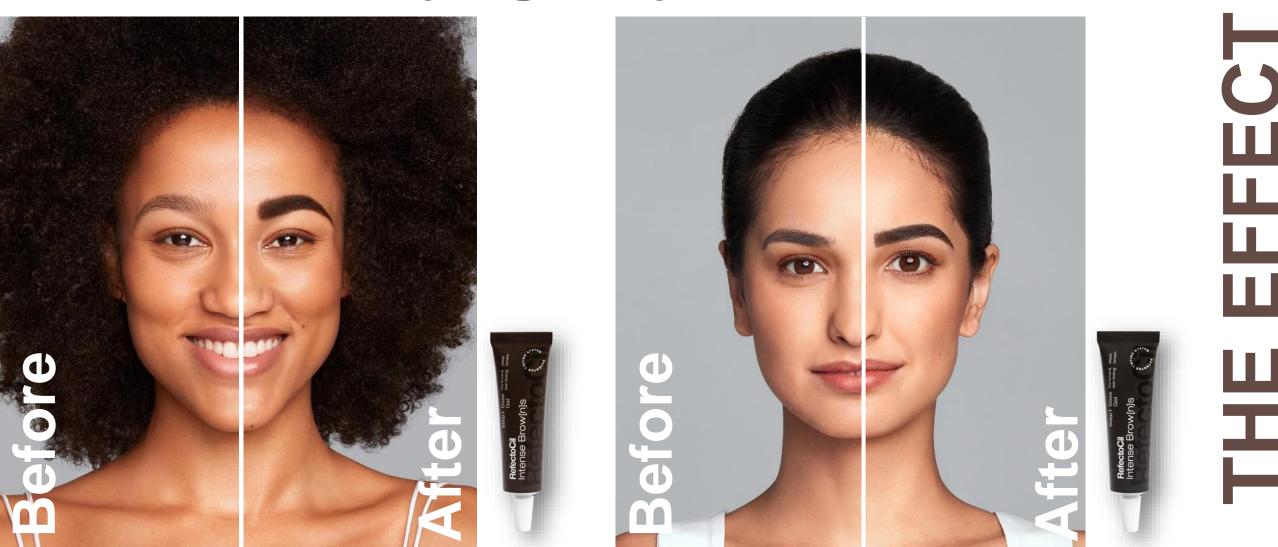


# Brow Intensifying<sup>™</sup> by RefectoCil





# Brow Intensifying<sup>™</sup> by RefectoCil



# THE PRODUCTS





FOR

BROWS

ONLY



#### Intensifying Primer MEDIUM

#### 15ml

Optional Step

Intensifying Primer for a more intense make up effect and longer lasting results. The RefectoCil Intense Brow[n]s Intensifying Primer prepares the skin for even tinting. Choose the Intensifying Primer Medium for a softer skin staining effect or the Primer Strong for a very intense result.



#### Intensifying Primer STRONG

#### 15ml

Optional Step Intensifying Primer for a more intense make up effect and longer lasting results. The RefectoCil Intense Brow[n]s Intensifying Primer prepares the skin for even tinting. Choose the Intensifying Primer Medium for a softer skin staining effect or the Primer Strong for a very intense result.





The Intense Brow[n]s™ Base Gel is the first step for the tinting system to create impactful eyebrows and expressive eyelashes.

For lighter and natural looking results.



#### Base Gel Deep Brown

15ml

The Intense Brow[n]s™ Base Gel is the first step for the tinting system to create impactful eyebrows and expressive eyelashes.

For dark brown results.



#### Base Gel Chocolate Brown

15ml

The Intense Brow[n]s<sup>™</sup> Base Gel is the first step for the tinting system to create impactful eyebrows and expressive eyelashes.

For natural brunette results.



#### **Base Gel Black Brown**

15ml

I is the first step pactful hes. The Intense Brow[n]s™ Base Gel is the first step for the tinting system to create impactful eyebrows and expressive eyelashes.

For almost black and intense results.

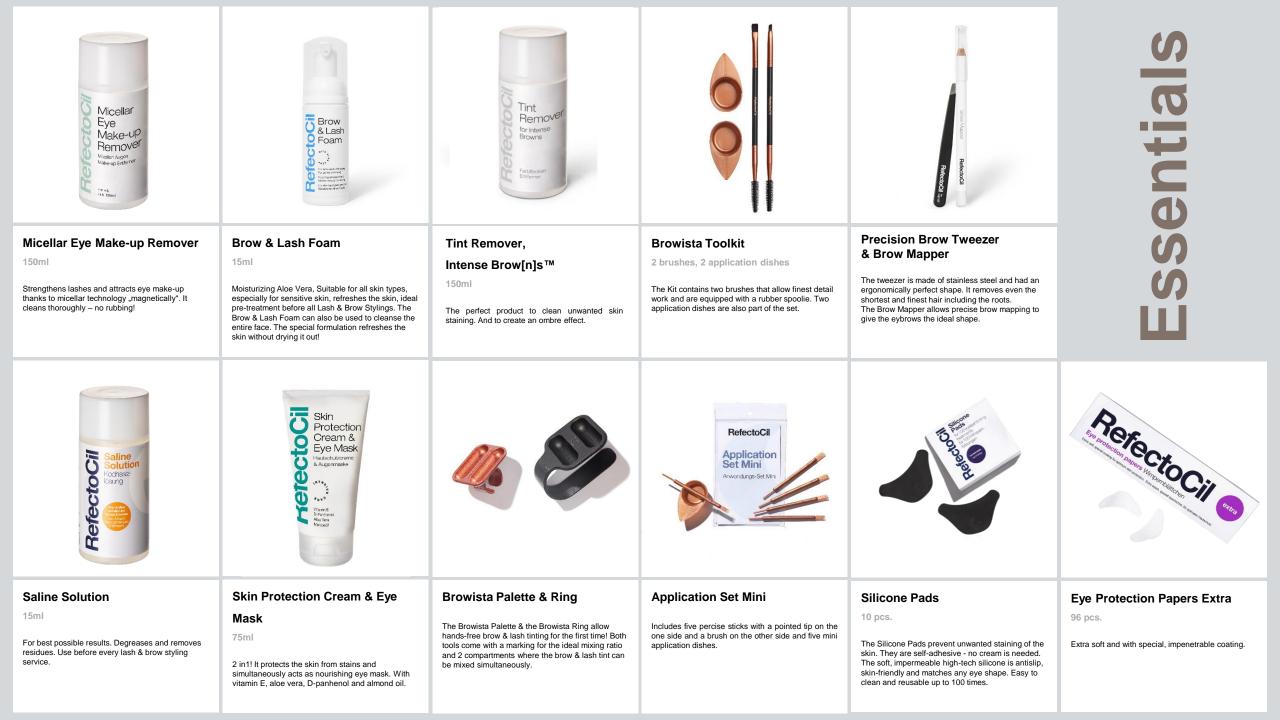


FOR

The final step! The Activator Gel contains Silver Nitrate that tints brows and lashes from deep within. Activator Gel lets the hair appear to be very dark, but this is not the final tinting result.

cto(

J.





# **Care products**



## **Eye Care Pads**

#### 10 Applications

The 4in1-Pad effect! Intensive care & moisture as well as protection against skin coloration during lash & brow styling. With vitamin E\*, hyaluron\*, highly concentrated aloe vera\* and allantoin\*.



# Care Balm

9 ml

Intensive night care. Strengthens brows & eyelashes. Castor oil\* supports natural hair growth.

	<b>11</b> 11 11 11
Ö	0
ç	alec
Refe	
å	

# Styling Gel

9 ml

The ideal day care! Protects the colour and nourishes the hair with the unique Colour Protect formula and D-Panthenol\*.

### Lash & Brow Booster

6 ml

2 in 1 Double Effect. For up to 56% longer eyelashes as well as fuller and wider brows.

### Skin Protection Cream & Eye Mask

Skin Protectio-Cream Eye

75 ml

2 in 1! The cream protects the skin from staining and is at the same time a rich care with Vitamin E\*, Aloe Vera\*, D Panhenol\* and almond oil.



### **Full Brow Liner**

available in 3 colours

For the perfect finish! With the "Full Brow Liners by RefectoCil" the eyebrows are visually filled and brought into an ideal shape

# **THE SERVICE** -Analysis -Consultation



# BROW TO BROW

01\_Cleaning 02\_Analysis & Consulting 03\_Brow Intensifying 04\_Shaping eyebrows 05\_Care



# **Hygiene first!**

01\_Put on a mask 02\_Disinfect hands 03\_Clean tools 04\_Put on a towel



Ш Γ

# **Clean!**

### Lash & Brow Foam

- Nourishing Aloe Vera
- Suitable for all skin types, especially for sensitive skin
- Refreshes the skin
- Ideal pre-treatment before all Lash & Brow Stylings
- The Brow & Lash Foam can also be used to cleanse the entire face. The special formulation refreshes the skin without drying it out!

# Brow & Lash Foam



# Micellar Eye make-up remover

Clean the eye area with RefectoCil Micellar Eye Makeup Remover. Also if the customer does not wear make-up, as the skin must be completely clean and fat-free.

Do not use a conventional eye makeup remover, as this may contain oil.

The micellar eye make-up remover magnetically attracts make-up. The best thing about it: The formula has a lash & brow strengthening effect!

Micellar Eye Make-up Remover Mizollen Augen Make-up Entferner

### Saline Solution

Tip

Inform the customer that the eyebrows & lashes are now also intensively cared for and strengthened. This gives the

> feeling of personal appreciation.

Removes oils and residues.

- Also suitable for cleaning brushes and mini cosmetic trays.
- This step is especially important to get a perfect result.

Put a few drops of RefectoCil Saline Solution on a cotton pad and gently wipe over the eyelids, eyelashes and eyebrows.





# Consultation

# Open questions

- How long has it been since your eyebrows were last shaped or colored?
- What bothers you about your current eyebrows or what would you like to change?
- What do you want your perfect eyebrows to look like?

# **Closed** questions

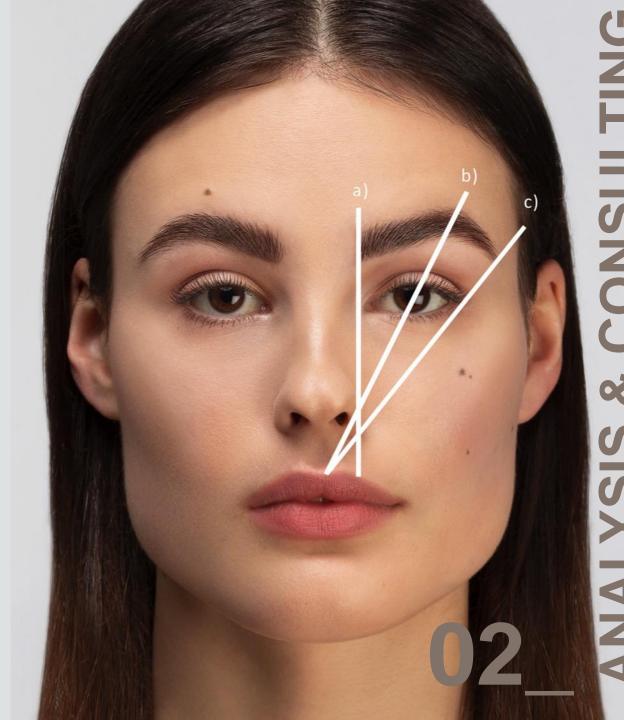
- Have your eyebrows ever been shaped/colored?
- Are you ready for your new Brow Styling by RefectoCil?

# Question about allergies

Customer data	LASH & BROW STYLING by <b>RefectoCil</b>
Name	Specifics
Adress	(Allergies/intolerances)
Date of birth	
Phone	
E-mail	
Analysis	
Eye shape	Eye distance
Almond shaped Round	Standard Wide Close
Ascending Crescent	
Descending Hooded	Colour type
Face shape	Cool Warm
Oval Round	
Triangle	
Long Diamond	<b>L</b>
Heart shaped	<u>۲</u>
Individual Brow & Lash Notes	Styling recommendation
	refectocil at/int

# The perfect shape

- a) Beginning of the eyebrow
- b) Highest point of the eyebrow
- c) End of the eyebrow





# The perfect shape

In order to create a type-appropriate look, various factors play an important role. Each face has its own texture. Recognizing and taking into account individual needs is essential for Brow & Lash Styling and you as a Browista.

- 1. First determine the basic shape of the eyebrows according to the golden ratio with the 2/3 1/3 rule → Brow Mapping
- 2. Additionally adjust the eyebrows and eyelashes to the individual face and eye shape.



RefectoCil canal



# **Brow Mapping**

Brow mapping involves measuring the eyebrows using a number of fixed points. The aim is to define an even and symmetrical shape. It serves as a basis for finding a brow shape that flatters the shape of the face. Brow Mapping is an aid in shaping and tinting the eyebrows and also helps in client counselling, because the client can view the drawn shape in advance and express her wishes.

In **Basic Brow Mapping**, the eyebrows are measured using three fixed points.

To be used on:

- Clients with well-shaped eyebrows, where hardly any change in shape is necessary.
- Regular clients, for regular control of the shape.





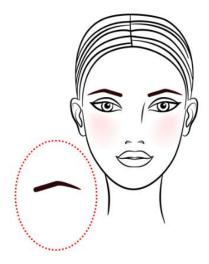
In **Advanced Brow Mapping**, the eyebrows are completely measured with the help of a coloured thread and individual fixed points, so that a kind of template is created for the subsequent colouring or shaping of the brows.

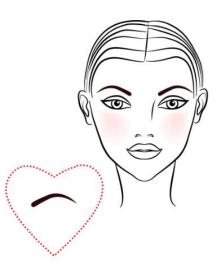
To be used on:

- New clients, for a detailed analysis of the current situation and definition of the next steps.
- Clients with inappropriate/strongly asymmetrical eyebrow shape.
- Need to remodel the shape.



# **Face shapes**





# Oval

one and a half times as long as wide

Features: Widest spot on the cheekbones, hairline and chin are gently rounded. Eyebrow shape as desired.

## Heart-shaped

wide at the top, narrow at the bottom

Features: The forehead is the widest part, very high cheekbones, rather pointed chin. A short and soft brow shape takes the focus away from the pointed chin. A high brow arch has a balancing effect.

# Round

rather short in relation to width Features: Round forehead and chin area, wide and full cheekbones. The face can be visually lengthened by shaping the brow into a high arch.

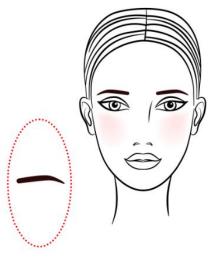
0

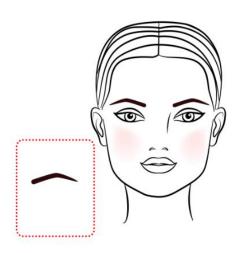
 $\overline{\phantom{a}}$ 

Our face shape determines which hair and eyebrow styling, and also which glasses, suits us best.

The right eyebrow shape gives the six most common face shapes the best possible appearance!

# **Face shapes**





# Long

higher than wide Features: The forehead looks high, the chin long. The cheek area is rather flat. **A rather flat brow lets the face appear wider and shorter.** 

# Square

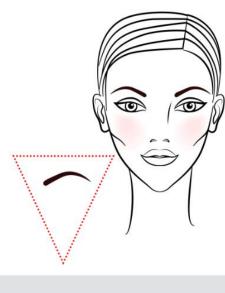
almost as long as wide, very distinctive Features: Wide forehead and wide, angular lower jaw. **A high, rounded brow arch** 

visually ensures soft contours.

# Triangular

narrow at the top, wide at the bottom Features: eyes and forehead narrowly pronounced, pronounced chin area;

A dense, flatter and shortened brow is ideal to take the focus off the chin and make it look softer.



# Eye shapes

Determine the eye shape of your customer and adapt the service to the shape to achieve a harmonious and type-appropriate look. The ideal distance between the eyes is the size of one eye.



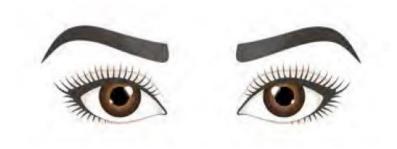
### Wide set eyes

### Characteristics

The distance between the eyes is greater than the length of one eye.

### **Optical balance**

Eyelashes: Emphasise the eyelashes in the first two thirds and lift them strongly. This helps to visually reduce the distance between the eyes. Eyebrows: To further reduce the distance, the eyebrows may be slightly closer together.



### Narrow eyes

### Characteristics

The distance between the eyes is smaller than the length of one eye.

### **Optical compensation**

An ombré brow look is recommended for narrow eyes. The beginning (1/3) of the brow may be coloured 2-3 shades lighter than the remaining 2/3. This visually lengthens the distance between the eyes.



# **Eye shapes**



styling.











Almond shaped	Rising	Dropping	Sickel-shaped	Hooded	Round
Optical compensation	Optical compensation	Optical compensation	Optical compensation	Optical compensation	Optical compensation
In this case, no optical balance is necessary and you can give free rein to your creativity in eyebrow and eyelash	Eyebrows: shape the brow rather straight. A high brow arch would further emphasize the outer corner of the eye.	Eyebrows: A high and accentuated brow arch raises the outer corner of the eye.	Eyebrows: A rather narrow brow helps to raise the area optically.	Eyebrows: A rather narrow brow also helps to raise the area visually. A wide eyebrow, would push the eye down.	Eyebrows: flat and elongated brows provide an optical extension of the eye.

# The perfect colour

When choosing the right RefectoCil color, pay attention to the hair color, skin type and style of your customer. It is important to create a connection between eyebrows and hair to achieve a harmonious overall impression.

Eyebrows should always reflect an accent of hair color.

### Tips:

- Suitable for the skin type.
- For very light hair colors, it is advisable to dye the eyebrows 1-2 shades darker so that the face gets a beautiful frame.
- With **black hair and strong facial fea**tures, the eyebrows can be tinted a shade lighter, so that the look becomes softer.

# THE SERVICE

-Techniques -Step by step -Aftercare



# OMBRÉ

BROW

**FILLING** 

**TECHNIQUE** 

# SHADING TECHNIQUE

# FULL BROW TECHNIQUE







# FULL BROW TECHNIQUE



03

The Full Brow Technique is the basic application that ensures a smooth and full-surface color build-up on the skin and hair. For a particularly intense look

Ideal for: Customers who want a strong effect or where a remodeling of the eyebrow is necessary, e.g. hairs are missing.



Clean eyebrows before tinting using the **RefectoCil Micellar Eye Make-up Remover** (or **RefectoCil Brow & Lash Foam**) and **RefectoCil Saline Solution.** If the skin is very dry, exfoliate the eyebrow area with a soft peeling product (e.g. **MasterLin Facial Peeling**)

Measure the perfect brow shape with the **RefectoCil Brow Mapper.** 

Mapping

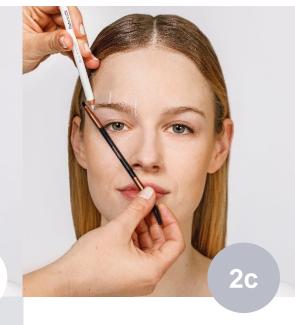
2a

Start of eyebrow: Don't hold the brush to the outer edge of the nose, but to the nostril: This is where the eyebrow begins.



# Mapping

Beginning of arch: Hold the brush at an angle across the eye, through the outer edge of the pupil: This is where the arch begins.



End of eyebrow: Hold the pen at

an angle from the nostril to the

outer corner of the eye: This is

US

where the eyebrow ends.

Mapping

С Z E N N F 2



# Mapping

Connect the lines and draw a frame in the desired shape of the brows.

For the most precise shape, use the advanced Brow Mapping method.

# Primer

Choose the product according to the skin type. Open the Intensifying Primer and put a pea-sized amount into one of the cosmetic dishes. Apply the Intensifying Primer to the eyebrows and skin with the RefectoCil cosmetic brush. Application time: 4 minutes.

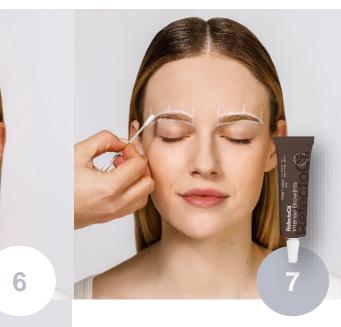
## Remove

Remove the **RefectoCil Intense Brow[n]s Intensifying Primer** using a dry cotton swab.

# Wait!

Important: Let the brows dry for **4 minutes** before the next step! To achieve best results the brows have to be dry before the next step.

# **D** Z E N SI F



### Base Gel

Use a clean brush. Select the desired colour. Open the **Base Gel (Step 1)** and squeeze a pea-sized amount of it into a clean cosmetic dish. Apply the **Base Gel** to brows & skin evenly in the direction of hair growth. **Application time: 2 minutes!** 

### Remove

Remove **Base Gel** using a dry cotton swab.



Important: Let the brows dry for **4 minutes** before the next step.

8



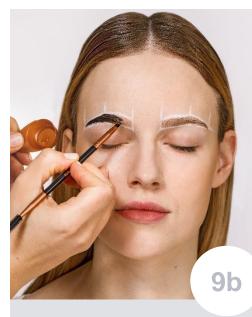
**D** Z

E N S I F

/

# Activator Gel

Use a clean brush. Open the Activator Gel (Step 2). Squeeze a pea-sized amount of the Activator Gel into a clean cosmetic dish and apply the Activator Gel to brows & skin. Start brushing at the end of the brow.





### Activator Gel

Continue to the middle and front part. Work very precisely. Application time: 1 minute (Activator Gel lets the hair appear to be very dark, but this is not the final tinting result)

### Activator Gel

If needed: Use a little bit of RefectoCil Skin Protection Cream & Eye Mask to correct the brow shape.



### Remove

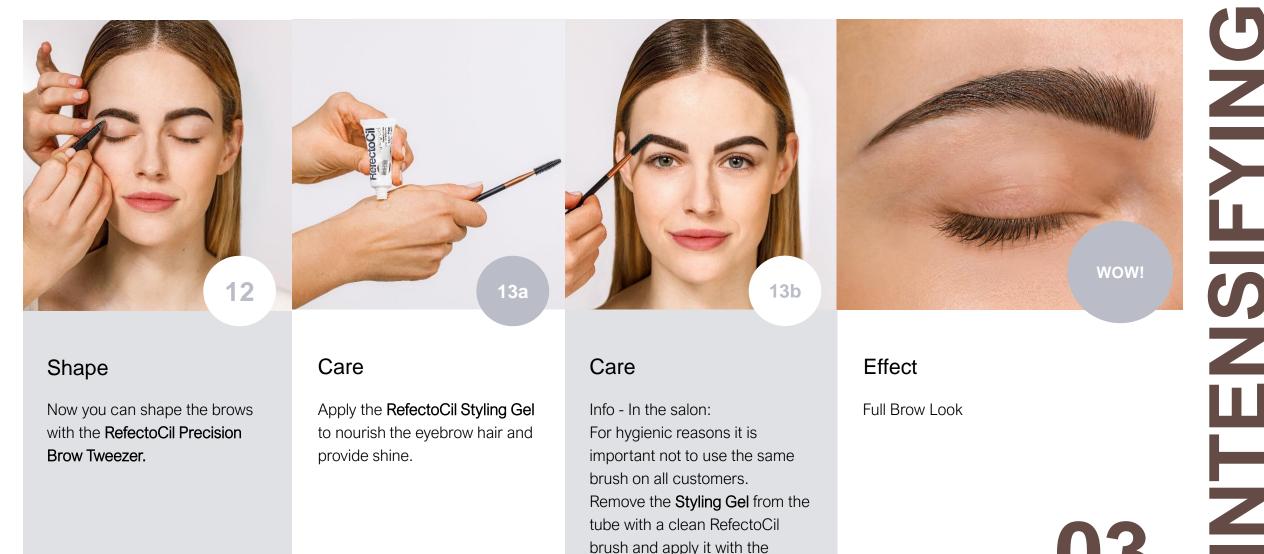
Remove Activator Gel with a wet cotton pad.

# **Final Touch**

Remove any unwanted stains using a dry cotton swab with the RefectoCil Intense Brow[n]s Tint Remover. Use the RefectoCil Intense Brow[n]s Tint Remover to correct the shape of the brows if needed or to remove tint spots. **D**Z

E N S I F

/



Now you can shape the brows with the RefectoCil Precision Brow Tweezer.

Apply the RefectoCil Styling Gel to nourish the eyebrow hair and provide shine.

Info - In the salon: For hygienic reasons it is important not to use the same brush on all customers. Remove the Styling Gel from the tube with a clean RefectoCil brush and apply it with the rubber spoolie.

Full Brow Look

03





# OMBRÉ SHADING TECHNIQUE

The Ombre Shading Tequnique ensures a wonderful and gentle color gradient. The eyebrow is intensely emphasized in the back, while it becomes brighter in the front third, providing a very natural, feathery-light look.

Ideal for: Customers who want a natural look and where no remodeling of the eyebrows is necessary.

5 Z E N S N F 

03





# Repeat!

The Ombré Shading differs from the Full Brow technique in the way the **Activator Gel** is applied. Therefore, repeat steps 1-8 of the Full Brow technique.

# Activator Gel

Use a clean brush. Open the Activator Gel (Step 2). Squeeze a pea-sized amount of the Activator Gel into a clean cosmetic dish and apply the Activator Gel to brows & skin. Start brushing at the end of the brow.

9a

# Activator Gel

Continue to the middle and front part. Work very precisely. Application time: 1 minute (Activator Gel lets the hair appear to be very dark, but this is not the final tinting result)

**9**b

## Use rubber spoolie

In the front area of the eyebrow, apply the **Activator Gel** with the spoolie and be careful not to touch the entire surface of the skin.

Application time: 1 minute



### Use rubber spoolie!

In the front area of the eyebrows, focus on the hairs instead of the skin. Slightly brush the eyebrows to create a smooth effect.

### Remove

Remove Activator Gel with a wet cotton pad. Remove any unwanted stains or correct the shape with **RefectoCil Intense Brow[n]s Tint Remover.** Now you can shape the brows. Apply the **RefectoCil Styling Gel** to nourish the eyebrow hair and provide shine

## Effect

Ombré Shading Look

03





# BROW FILLING TECHNIQUE

The Brow Filling Technique provides a gently restrained effect. Here, the front area of the eyebrow is completely omitted and not coloured. The transition between colour and natural hair, is worked out with the rubber spoolie.

Ideal for: Customers who naturally have particularly dense, dark and intense eyebrows but want more contour and definition.

UZ N N N N N

 $\mathbf{0}$ 



## Cleaning

Clean eyebrows before tinting using the RefectoCil Micellar Eye Make-up Remover (or RefectoCil Brow & Lash Foam) and RefectoCil Saline Solution. If the skin is very dry, exfoliate the eyebrow area with a soft peeling product (e.g. MasterLin Facial Peeling)

# Mapping

Measure the eyebrows according to the 3 point method, see Full Brow Technique. Connect the lines into a frame.

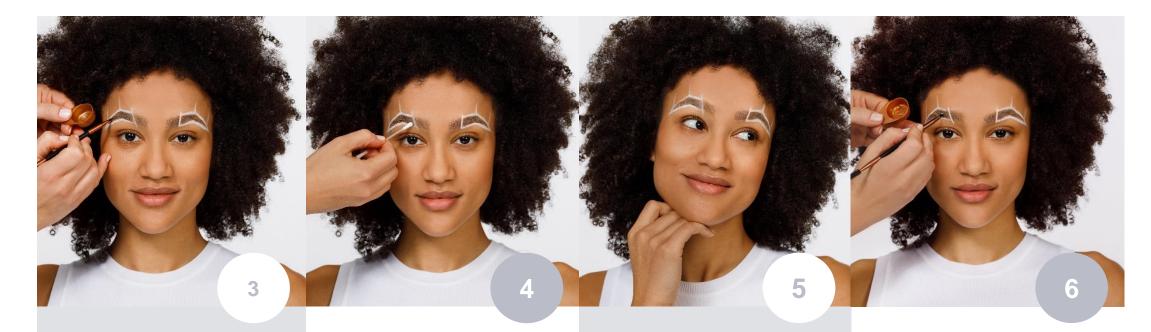
# Mapping

Leave out the front third and draw a boundary line if necessary.

# Mapping

The front area is not being tinted to create a very soft and natural make up effect.

The next steps are applied only in the marked frame.



#### **Intensifying Primer**

Choose the product according to the skin type. Open the Intensifying Primer and put a pea-sized amount into one of the cosmetic dishes. Apply it to brows and skin only in the measured template. Application time: 4 minutes.

#### Remove

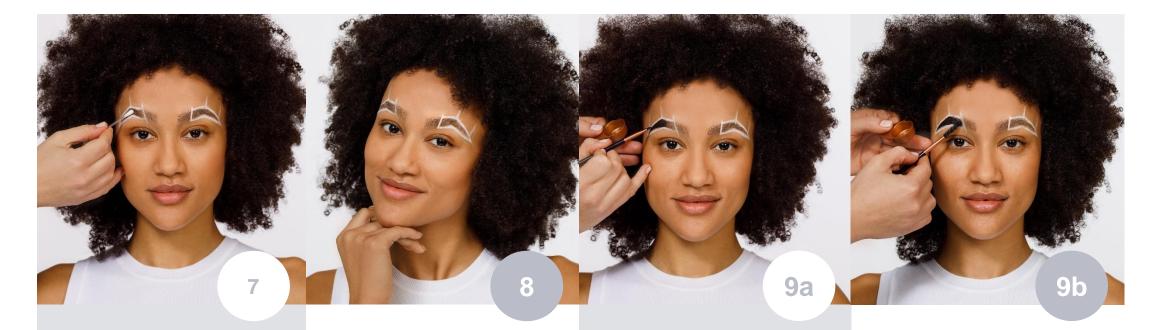
Remove the **RefectoCil Intense Brow[n]s Intensifying Primer** using a dry cotton swab.

#### Wait!

Important: Let the brows dry for **4 minutes** before the next step! To achieve best results the brows have to be dry before the next step.

#### Base Gel

Use a clean brush. Select the desired colour. Open the **Base Gel (Step 1)** and squeeze a pea-sized amount of it into a clean cosmetic dish. Apply the **Base Gel** to brows & skin evenly in the direction of hair growth. **Application time: 2 minutes!** 



#### Remove

Remove **Base Gel** using a dry cotton swab.

#### Wait!

Important: Let the brows dry for **4 minutes** before the next step.

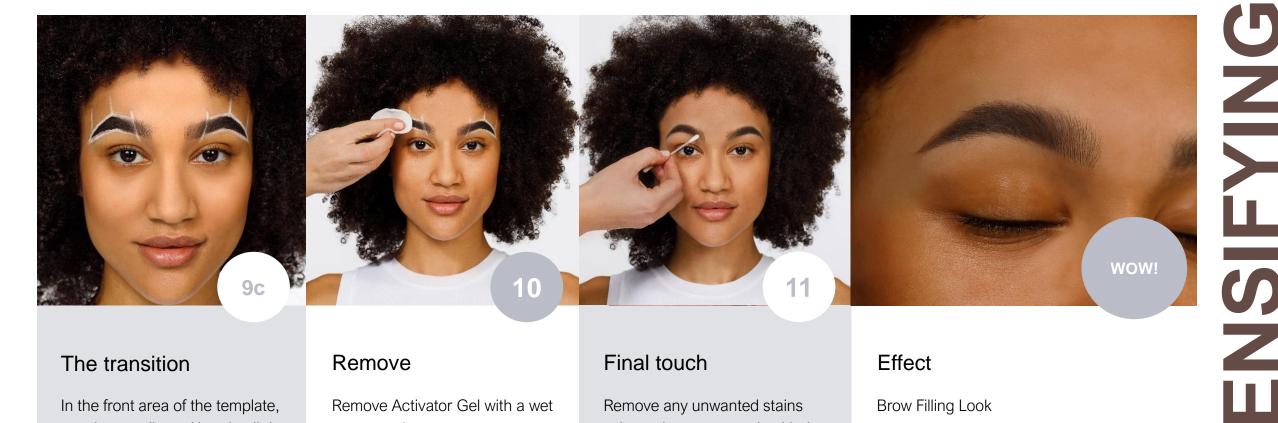
#### Activator Gel

Use a clean brush. Open the Activator Gel (Step 2). Squeeze a pea-sized amount of the Activator Gel into a clean cosmetic dish and apply the Activator Gel to brows & skin. Start brushing at the end of the brow.

#### Activator Gel

Continue to the middle last part of the template. Work very precisely. **Application time: 1 minute** 

03



#### The transition

In the front area of the template, use the spoolie and brush a little beyond the boundary line to create a smooth transition to the untreated hairs.

#### Remove

Remove Activator Gel with a wet cotton pad.

#### Final touch

Remove any unwanted stains using a dry cotton swab with the RefectoCil Intense Brow[n]s Tint Remover. Use the RefectoCil Intense Brow[n]s Tint Remover to correct the shape of the brows if needed or to remove tint spots.

#### Effect

Brow Filling Look

F

03





### LASH TINTING

Eyelashes can also be dyed with RefectoCil Intense Browns. No primer is needed for this, as no skin coloration is necessary. **DAITENSIFYING** 

03

Start the application with the Base Gel. Due to the herbal ingredients, Intense Browns is particularly suitable for sensitive customers and customers that usually tend to feel uncomfortable during lash tinting.





#### Clean

First remove contact lenses. Clean eyelashes before tinting using the RefectoCil Micellar Eye Make-up Remover (or RefectoCil Brow & Lash Foam) and RefectoCil Saline Solution.

#### Eye Care Pads

Now apply the **RefectoCil** Silicone Pads or the **RefectoCil** Eye Care Pads to protect the skin against unwanted tint stains.

#### Skin Protection

Use a pea-sized amount of RefectoCil skin protection cream & eye mask. The oily formula protects the skin from unwanted staining.

**3a** 



#### Skin Protection

Apply the **RefectoCil Skin Protection Cream and Eye Mask** to the upper eyelid.

UZ

# С Z E N S N F





#### Base Gel

Open the Base Gel (Step1) and squeeze a pea-sized amount into a clean RefectoCil cosmetic dish. Application time: 2 minutes!

#### Remove

Remove **Base Gel** using a dry cotton swab.



#### Wait!

Important: For most intense and perfect results, let the lashes dry for **4 minutes** before the next step.



**D** Z

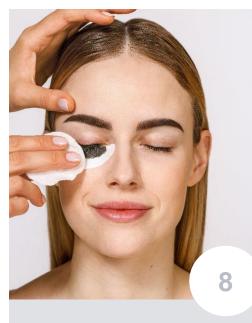
E N S I F

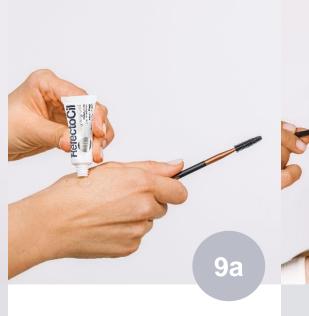
/

#### Activator Gel

Open the Activator Gel (Step 2). Squeeze a pea-sized amount of the Activator Gel into a clean cosmetic dish and apply the Activator Gel to the lashes. Work very precisely to avoid tint stains on the skin.

Application time: 1 minute!





#### Remove

Remove Activator Gel using a wet cotton pad and any unwanted stains using a dry cotton swab with the RefectoCil Intense Brow[n]s Tint Remover.

#### Care

Apply the **RefectoCil Styling Gel** to nourish the eyebrow hair and provide shine.

#### Care

Info - In the salon: For hygienic reasons it is important not to use the same brush on all customers. Remove the Styling Gel from the tube with a clean RefectoCil brush and apply it with the rubber spoolie.



**9b** 

Accentuated lashes, the frame for the eye!

5 Z

L E N S I F

WOW!

UZ

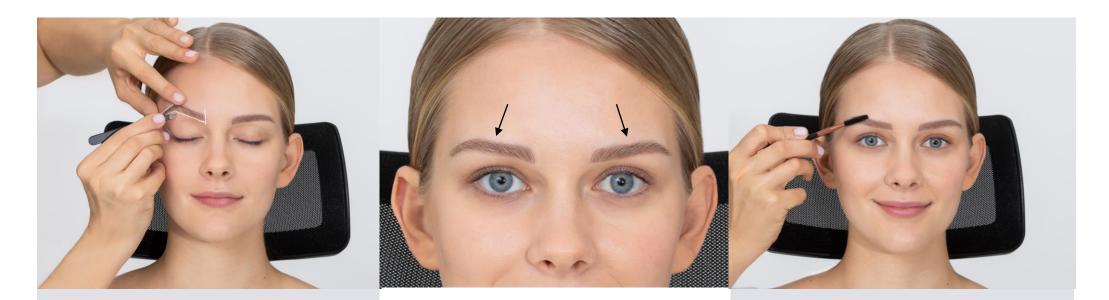
RefectoCil Intense Brow[n]s™

## First colour, then shape!

The removal of hairs must always be the last step of the treatment. After hair removal, the hair follicles are exposed. Eyebrow colour, bleaching paste or the Brow Lamination active ingredients could penetrate the follicles and cause inflammation or intolerance.

This does not apply to the RefectoCil care products. These can also be applied as usual after hair removal.





#### Tweeze

Place the tip of the **tweezers** on the hair. Hold the tweezers as close as possible to the hairline.

Always pull out the eyebrow hairs in the direction of hair growth. This prevents the hairs from breaking off and possibly growing into the skin.

#### Caution

The upper edge of the eyebrows follows the ideal, natural line. Do not remove any hairs here, or only those that no longer belong to this shape.

#### Final touch

Keep brushing the hairs upwards to control the shape.

### Care package for home use

The dream team for long, shiny eyelashes & full, healthy eyebrows!

RefectoC

RefectoCi



- Colour protection thanks to the unique Colour-Protect formula
- Care with D-Panthenol
- Styling: Unruly hair is fixed in the desired position

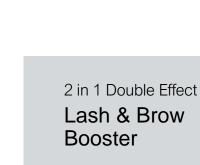


- Castor oil supports natural eyebrow & eyelash growth
- Strengthens the hair with vitamins & plant oils

Intensive night care

Care Balm

• Easy application with innovative 2 in 1 applicator



- Up to 56% longer
- eyelashes
- Denser, wider, darker and more gapless eyebrows

CAR

 With natural active ingredient complex

## Care package for home use

Skin Protection Cream & Eye Mask Tipp For even more freshness

kick, place the Eye Care Pads in the fridge just before use!



#### Skin Protection Cream & Eye Mask

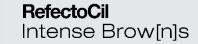
Gently apply the **RefectoCil skin protection cream & eye mask** like an eye cream around the eyes and pat in. Ingredients such as vitamin E, aloe vera and almond oil provide rich care.

Offer your customer the application of the cream as a free service. He/she will be happy about the special treatment and keep it in positive memory.

Ideal for eyelash dyeing with the extra freshness kick!

Eye Care Pads

- Intense moisture thanks to hyaluron & highly concentrated aloe vera
- Refreshing with innovative gel pad technology
- Supports skin smoothing thanks to allantoin
- Protects the eye area during Lash & Brow styling



# REVERSIFYING BROW