

HD BROWS®
HIGH DEFINITION BEAUTY

The little book of
BROWS





Welcome to your exclusive **BROW-TO GUIDE**

Hey #BrowBoss! We thought it would be helpful to put together a how-to guide (or, as we like to call it, a brow-to guide 🤗) to arm you with all the product knowledge you need to up your finishing game and bring in those revenue-boosting retail sales.

EAT
SLEEP
BROWS
REPEAT



BROW GELS

THE BROWS
BROW GLUE

Brow Glue

Ultra-strong brow setting gel

PRO PRICE: \$21 +GST

What is it?

We named it Brow Glue for a reason. With its ultra-strong hold, Brow Glue is not your average brow gel. The budge-proof formula locks brow hairs in place all day long (and we mean all day). The clear formula is easy to apply and dries quickly to set brows in the desired position. Unlike other soap-style brow products, this does not need to be mixed with water; simply brush and go.

85% of people described Brow Glue as the best setting gel they've ever used.*

*Results of an independent user trial with a panel of 40 women.

The need-to-knows



RRP \$39



No.1 retail best-seller



Easy to apply



Budge-proof formula

Retail me to

- Clients looking for an ultra-strong hold setting gel
- Those looking to achieve the brushed up, fluffy brow look or tame unruly hairs that won't stay in place
- Anyone hoping to see if the brow lamination look is for them before committing to the treatment

How to use:

Brow Glue is super easy to apply; simply brush through client's brows using a disposable spoolie. Clients can simply brush through using the wand. This versatile product can be used alone, or layered over or under your favourite brow products. Brush with the hair growth to tame or in an upwards motion for a fluffy finish.



Brow Colourfix

Tinted brow gel with a medium hold

PRO PRICE \$29 +GST

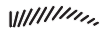
What is it?

Our Brow Colourfix is a brush-on tinted brow gel that grooms brows into shape with a hint of colour. The formula has a medium strength hold that sets hairs without flaking or becoming too stiff. It's the perfect product for adding volume and colour to brow hairs, giving a fuller look. It's also great for male grooming to cover greys and uniform beard hairs.

The need-to-knows



RRP \$52



Adds texture and gives a fuller brow look



Available in our six signature shades

Retail me to

- People who want a medium hold gel
- Those looking for a colour boost or to fake fuller brows
- Clients who cannot be tinted due to allergy or pregnancy

How to use:

Quick and easy to use, simply brush through client's brows using a disposable spoolie. Clients can brush through using the product's wand. Use on its own or over your favourite brow product. Brush with the hair growth to add colour or brush in an upwards motion to add texture and fullness.



BROW PENCILS



Browtec

Slim eyebrow pencil

PRO PRICE \$25.80 +GST

What is it?

Browtec is an ultra-slim, retractable eyebrow pencil with built in brush that makes filling in your brows super easy. The pencil's non-oily formula is made with a blend of waxes to deliver long-lasting results.

With a super-thin tip delivering fool-proof application, hair strokes can be mimicked cleanly and accurately for a natural looking finish. If natural isn't your thing, the product can easily be used to create a more defined finish. Finish it all off with the brow spoolie brush, that lets you place brow hairs in to perfect shape.

The need-to-knows



RRP \$46



Versatile product can create both a natural and defined finish



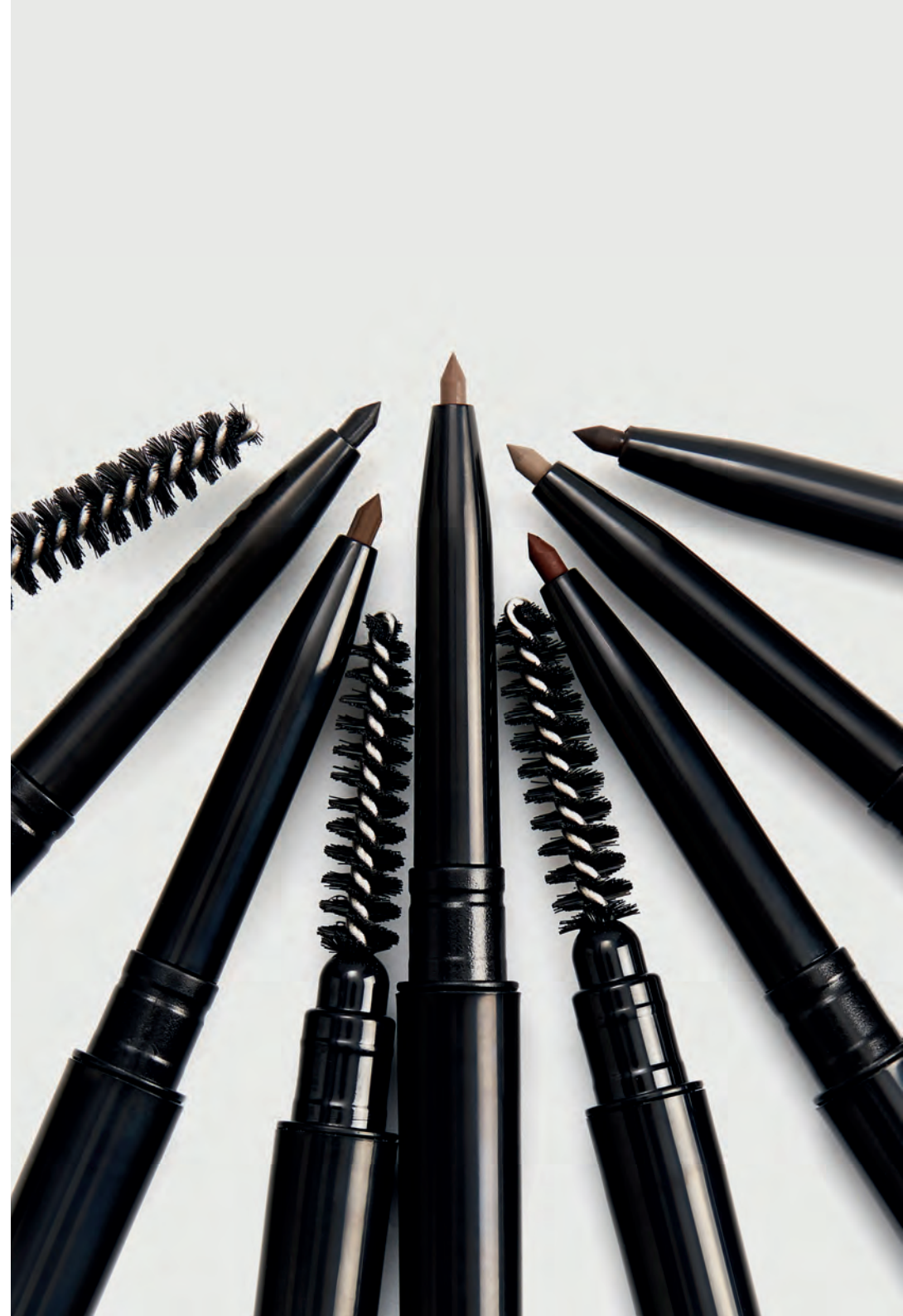
Available in our six signature shades

Retail me to

- People wanting a precise application
- Clients after an easy-to-use option

How to use:

Brush the brows into the desired position with the built in spoolie brush. This will neaten the shape and allow you to see exactly which areas need product. Working in short, sharp motions, begin to lightly draw in hair-like strokes with the tip of the pencil in any gaps. Always use a very light pressure to keep the finish soft and natural.



Pro Pencil

Ultra-fine, flat -tipped brow pencil

PRO PRICE \$23.80 +GST

What is it?

A cult product and one of a kind, our HD Brows Pro Pencil is the must have product for all brow lovers. The most precise finish of all our brow pencils, the ultra-fine tip creates the most realistic looking hair strokes. With totally natural looking results, you can fake your way to instantly fuller looking brows.

Sharpen with our innovative Pro Super Shaper tool to achieve that flat-tipped, super-sharp point that allows expert precision.

The need-to-knows

\$

RRP \$43

△

Unique, ultra-fine
tipped pencil

4

Available in
four shades

Retail me to

Anyone! This pencil creates a natural finish that works whether your client likes to create subtle hair strokes to fill in sparse gaps or they want super full and fluffy brows in an instant.

How to sharpen:

- Place the pencil core gently on the lid of the Pro Shaper 2.0 at the desired sharpening angle, without applying pressure.
- Push the pencil gently towards and over the blade, shaving off a sliver of pencil at a time.
- Repeat 4 or 5 times, or until you have applied the desired angle - halfway through the pencil core.
- Rotate the pencil and repeat on the other side until you have achieved the desired wedge point.

How to empty shavings

- Hold the Pro Shaper 2.0 at opposite lower corners and gently pull the tray and lid apart from one corner.
- Separate tray and lid one side at a time.
- To replace the lower tray, simply click-fit together with the lid.



Brow Define

The classic eyebrow pencil

PRO PRICE \$23.80 +GST

What is it?

This is the classic brow pencil that everyone should own. Our Brow Define is a trusty all-rounder that is used to fill, define and shape brows to perfection. Long-lasting thanks to a special blend of waxes, the formula is soft in texture with a powdery finish making application super easy.

The need-to-knows



RRP \$43



Quick and easy
to use



Available in our six
signature shades

Retail me to

- Those looking for an everyday brow definer
- Clients wanting something simple to use

How to use:

Use the sharpener provided to create a slim, pointed tip. Lightly fill in gaps throughout the brow in any sparse areas. For a natural finish, mimic hair strokes and feather lightly towards the bulb.



Brow Highlighter

Brightening, lifting and sculpting highlighter pencil

PRO PRICE \$21.90 +GST

What is it?

This wonder product lifts, defines and enhances brows. The Brow Highlighter is super-creamy and blendable with a high colour pay off. Plus, this multi-functional product can also be used in the water line to create a fresh, wide-eyed look.

The need-to-knows



RRP \$39



Instantly lifts and enhances the brow



Available in two shades

Retail me to

- Those looking for a crisp, clean finish
- People who want their brows to pop
- Clients wanting to lift their brow arch

How to use:

Draw on a fine line under the brow and blend downwards using our Brow Highlighter Brush. To create a super crisp, defined finished, follow the same steps to the top of the brow, blending upwards. For a more lifted look, focus the product under the arch.



The image displays five jars of cosmetic products, likely brow powder and pomade, arranged in a horizontal row. Above each jar is a thick, textured swatch of the product, showing its application and color. The colors range from light brown to dark black. The text 'BROW POWDER AND POMADE' is overlaid in the center in a white, outlined font.

BROW POWDER AND POMADE

Brow Crème

Budge-proof brow pomade

PRO PRICE \$24.40 +GST

What is it?

Our take on the classic brow pomade, Brow Crème is ideal for creating long-lasting, budge-proof brows. Our innovative formula applies like a cream but sets like a powder, ensuring that it stays put all day (and night). Pair with the Super-Fine Angled Brow Brush to create a variety of looks, from natural hair strokes to glam power brow.

Features an innovative catch net so you only pick up the product you need - avoiding wastage and the chance of creating a brow which is too heavy and unnatural.

The need-to-knows



RRP \$44



Budge-proof formula
that lasts all day



Available in
six shades

Retail me to

- Those who are a fan of the power brow
- Clients who want a budge-proof brow product, especially those with oily skin

How to use:

Take a small amount from the pot with our Super-Fine Angled Brow Brush and smooth on the back of your hand. Apply in faint hair strokes to recreate the look of hair.



Eye&Brow Palette

Multi-purpose brow and eyeshadow palette

PRO PRICE \$39.60 +GST

What is it?

Our Eye & Brow Palette is the ultimate on-the-go kit for brow lovers. Featuring two highly pigmented brow shades and a highlighter to lift the brow arch, these silicone rich powders can also be used as beautifully blendable eyeshadows with a carbon black shade also included to line the eyes. Silky smooth textures make the powders easy to blend while the Brow Wax keeps brows groomed in place all day long. Comes complete with a dual-sided eye and brow brush.

The need-to-knows



RRP \$71



Comes complete with a dual-ended brush and mirror



Available in three shades

Retail me to

- Clients who are on-the-go
- Those looking for an easy and versatile product

How to use:

Apply and blend the brows shades using an angled brush to create definition and depth to the brow before adding the Brow Wax to lightly set the shape in place. Use the brow shades around the eyes as a shadow, while the carbon-black shade can be applied along the lash line to create a perfectly defined line.



EYEBROW CARE



Brow Maximiser

Eyebrow growth serum

PRO PRICE \$72.70 +GST

What is it?

If your clients have sparse, patchy or over plucked eyebrows, here is their prescription to #BetterBrows.

The Brow Maximiser is an eyebrow growth serum that helps to increase brow density for thicker looking brows. The formula is enriched with 3D brow enhancers to visibly improve brow volume and bioavailable lipo-oligopeptide to deliver maximal stimulation. The formula helps with eyebrow growth for fuller looking brows in as little as 6 weeks.

The hypoallergenic formula is kind to skin, making it safe for use straight after HD Brows treatments. It's also safe for use on lashes.

The need-to-knows



RRP \$129



Increases brow density



Results in as little as 6 weeks

Retail me to

- People with sparse, patchy brows
- Those with fine or slow growth
- Clients who want fuller thicker brows

How to use:

Apply directly on to clean brows twice a day using the applicator in upward and sideways strokes to reach the root of the hairs. Allow the serum to fully absorb or gently rub in with fingertips. Once absorbed, make up can be applied over the top.



Brow Miracle Daily Conditioner

Conditioning brow serum

PRO PRICE: \$31.90 +GST

What is it?

Brow Miracle Daily Conditioner is a multi-tasking brow serum that works to condition hairs and helps eyebrow tint last longer. Just a few quick swipes as part of your morning and evening routine is all that it takes for this brow care essential to help protect and care for your eyebrows.

Our Brow Miracle Daily Conditioner is infused with a powerful cuticle interlock system that works alongside the amino acid action to repair, rebuild and strengthen hair structure. The formula is infused with hyaluronic acid which is known for its moisturising and softening properties for the skin and hair. It also harnesses an invisible, flexible film, that lightly coats the brow hairs to help hold in colour. This makes it an ideal serum to care for your client's brows as part of their treatment aftercare.

The need-to-knows



Repairing and strengthening



Treatment aftercare essential



Infused with hyaluronic acid



RRP \$58

Retail me to

- Clients following a brow dye, wax, threading or lamination treatment
- Clients looking to improve the overall health and condition of their brows
- Clients wanting to keep that freshly tinted brow look for longer

How to use:

- Apply directly onto clean brows
- Allow to fully absorb before following with make up
- For best results, apply twice daily, AM and PM as part of your daily brow routine



Lash&Brow Booster

Caring and growth-boosting brow serum

PRO PRICE \$52 + GST

What is it?

With regular use, our Lash&Brow Booster can help to improve, strengthen and condition lash and brow follicles. The formula helps to reduce the appearance of sparse areas or gaps, which will aid in achieving fuller, thicker and healthier-looking brows and lashes.

The need-to-knows



RRP \$93



Caring formula that can stimulate growth



Safe for use on brows and lashes

Retail me to

- Those with brittle, weak, sparse, brows and lashes
- Clients wanting to strengthen and condition hairs

How to use:

Using the applicator wand, apply the Lash&Brow Booster to eyebrows and eyelashes every morning and evening. For best results, use twice daily for 3-4 months.



SOS Rescue Brow Balm

Multi-purpose care balm

PRO PRICE \$21.90 +GST

What is it?

Introducing a new and improved formula, the new SOS Rescue Brow Balm is packed with even more nourishing ingredients and housed in a recyclable aluminium tube. This multi-purpose balm is your one-step rescue remedy to moisturise and soothe dry or irritated skin, and to promote healing.

This intensely nourishing balm is infused with a blend of natural oils and shea butter that help to hydrate, restore and protect the brow hair and skin. The caring formula is safe for use after HD Brows treatments, making it ideal for calming sensitive skin that can be irritated by waxing or threading. This all-round skin saviour can be used as an intensive moisturiser for any areas of dry and rough skin, on cuticles or chapped lips.

The need-to-knows



Intensive treatment that rescues damaged brows and skin



Enriched with shea butter and a blend of natural oils



Apply post-treatment for the glossy brow look



RRP \$40

Retail me to

- Clients following regular brow dye, wax, threading or brow lamination treatments
- Clients with dry, brittle, damaged or over-processed brows
- Clients prone to grazing or threading spots
- Clients that often get chapped lips or dry, cracked skin

How to use:

- Apply liberally to the affected area
- Allow to fully absorb before applying any other product or make up
- Always apply with a disposable or tool that can be disinfected if applying during treatments
- To squeeze every last drop out of the tube, pair with our innovative Tube Hero



A close-up photograph of a hand holding a black HD Brows high definition pen. The pen is held diagonally across the frame. The hand is positioned in the lower-left quadrant, with the thumb and index finger gripping the pen. The pen has a black barrel with white text that reads "HD BROWS" and "HIGH DEFINITION". The tip of the pen is a small, angled brush with brown bristles. The background is a plain, light grey surface. The overall lighting is soft and even.

EYEBROW BRUSHES AND TOOLS

Your #BrowBoss brush and tool kit essentials



Super-Fine Angled Brow Brush

High quality synthetic bristles to apply product with expert precision



Angled Brow Brush

Natural hair bristles for picking up powders



Brow Highlighter Brush

Synthetic fibre brush that is ideal for blending our Brow Highlighter



Spoolie Brush

An essential for combing brow hairs into place and must-have retail item for your BrowSculpt clients.



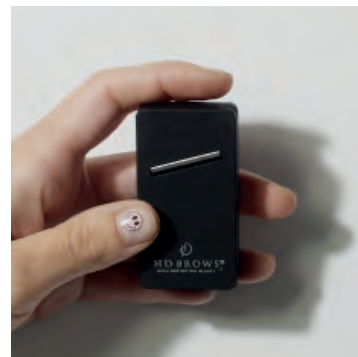
Tube Hero

Squeezing every last drop out of your products



Precision Sharpener

With two holes, plus a removable adaptor in the larger hole, you can sharpen the three common pencil sizes. Plus, there's a cleaning stick inside the lid!



Pro Super Shaper

The must have tool to create that ultra-fine, hair mimicking tip on the HD Brows Pro Pencil.



Precision Tweezers

Slanted with an extremely fine point for gripping the shortest of hairs



Precision Scissors

Small and sleek for feathering even the tiniest of hairs

BROW BUNDLES & KITS



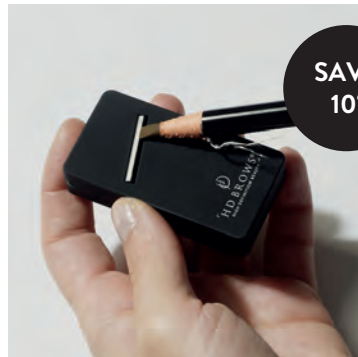
Brow Bundles & Kits

Perfect brow retail pairings

We've paired together some of our best-sellers to make matches made in brow heaven. Stock up, pass on the savings to your clients and they can walk away with their ready-made daily brow routine.



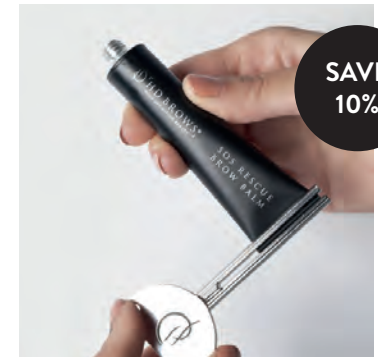
The Fluffy Brow Bundle



The Pro Pencil Bundle



The Sharpen Up Bundle



The Brow Rescue Bundle



Finishing Kit



Great brows don't happen
by chance, they happen by
APPOINTMENT

KEY TREATMENT ESSENTIALS



Workstation set up

1



Pristine Clean

Remember: P = Palms
Cleanses hands of client and stylist

2



Squeaky Clean

Remember: S = Skin
Cleanses brow and removes make up

3



Comfort Me

Soothes freshly waxed skin and removes residue

4



Vanish

Makes tint stains disappear

5



Disinfectant Wipes

Virucidal, bactericidal, fungicidal
For wiping work surfaces and tools

Brow Dye and Developer

Custom-blended eyebrow tint

Our best-selling Brow Dyes have an industry-renowned formula. Available in five shades, they can each be custom-blended to create a colour that is totally tailored to your client's desired look. Plus, they have an ultra-fast developing time of just 1 - 10 minutes.

How to use

Always mix with a ratio 1:2 - that's 1 part Brow Dye with double the amount of Developer.

TOP TIP

Prescribe Brow Miracle Daily Conditioner for clients wanting to prolong their results.



Your essential treatment tools



Wax Strips
Designed for precision



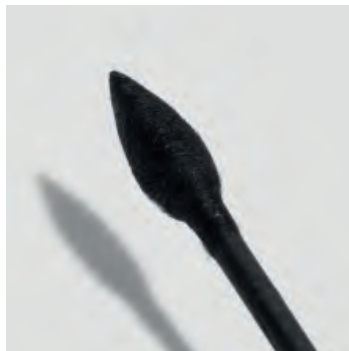
Pre-Cut Wax Strips
Saves you time and hassle



Brow Wands
Tame brows into place



Tidy Towels
Protect your workstation



Biodegradable Cotton Buds
Goodbye plastic, hello paper stick



Swizzle Sticks
For ultra-precise wax application



Dye Me Quick Sticks
Easy tint blending and application



Twist N Turn Thread
Removes those fine hairs for a smooth finish

BrowSculpt Duo

Industry-renowned lamination formula

The BrowSculpt Duo is made up of the Relax & Reform Creams - the essential products to complete the lamination stage of your BrowSculpt treatments. The gentle formulations optimise performance while minimising hair damage.

The Relax Cream has been specially formulated to break down bonds in the hair, allowing them to be placed in the desired position. The bonds are then reset by the Reform Cream, fixing hairs in their new shape.

Our easy to use, single use sachets mean minimal wastage and optimal hygiene.

New and improved formula: now infused with Panthenol and Keratin
Known for their ability to deliver moisturising, nourishing and repairing properties to the skin and hair.

AVAILABLE
EXCLUSIVELY TO
BROWSCULPT
STYLISTS



Your essential treatment tools

AVAILABLE
EXCLUSIVELY TO
BROWSCULPT
STYLISTS

Brow Fixing Film

The Brow Fixing Film has been designed for use in our BrowSculpt treatments. This specialist film is applied during the lamination stage of BrowSculpt treatments to help set and shape the brows. The film is housed in an easy-to-use dispenser.



Dual Ended Brow Brushes

This brush is ideal for brushing the Relax & Reform creams through the brows, ensuring hairs are coated from root to tip.

The bristles can be used to brush product through the brows, while the plastic comb can be used to brush through those stubborn, coarse hairs. The tip of the brush handle tapers to a point, allowing for ultra-precise hair placement.

Multi-Use Palette

Soothing post-treatment powder

What is it?

- Kind-to-skin powders help conceal redness and smooth out imperfections
- Allows your clients to leave with that fresh brow feeling

Who is it for?

- People prone to post-treatment redness or with somewhere to be after their appointment
- Clients who need a barrier applied before waxing



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