

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



# 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

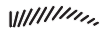
## What is it?

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 Beater

Clear brow gel with a soft hold

PRO PRICE \$19.90 +GST

## What is it?

This clear brow gel gives a totally natural looking finish that is perfect for those 'no make up' make up days. The easy to apply formula helps to keep brows in place for a polished look and, when used regularly, it can train brow hairs into their correct position.

## The need-to-knows



RRP \$36



Taming brow gel for a groomed finish



Translucent formula gives a 'no make up' finish

## Retail me to

- People who want soft hold gel
- Clients that love a totally natural finish

## How to use:

Clients can brush hairs into their desired position using the product applicator. If using at the finishing stage of treatments, be sure to use a disposable spoolie. This lightweight gel can be applied over other finishing products.



# 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



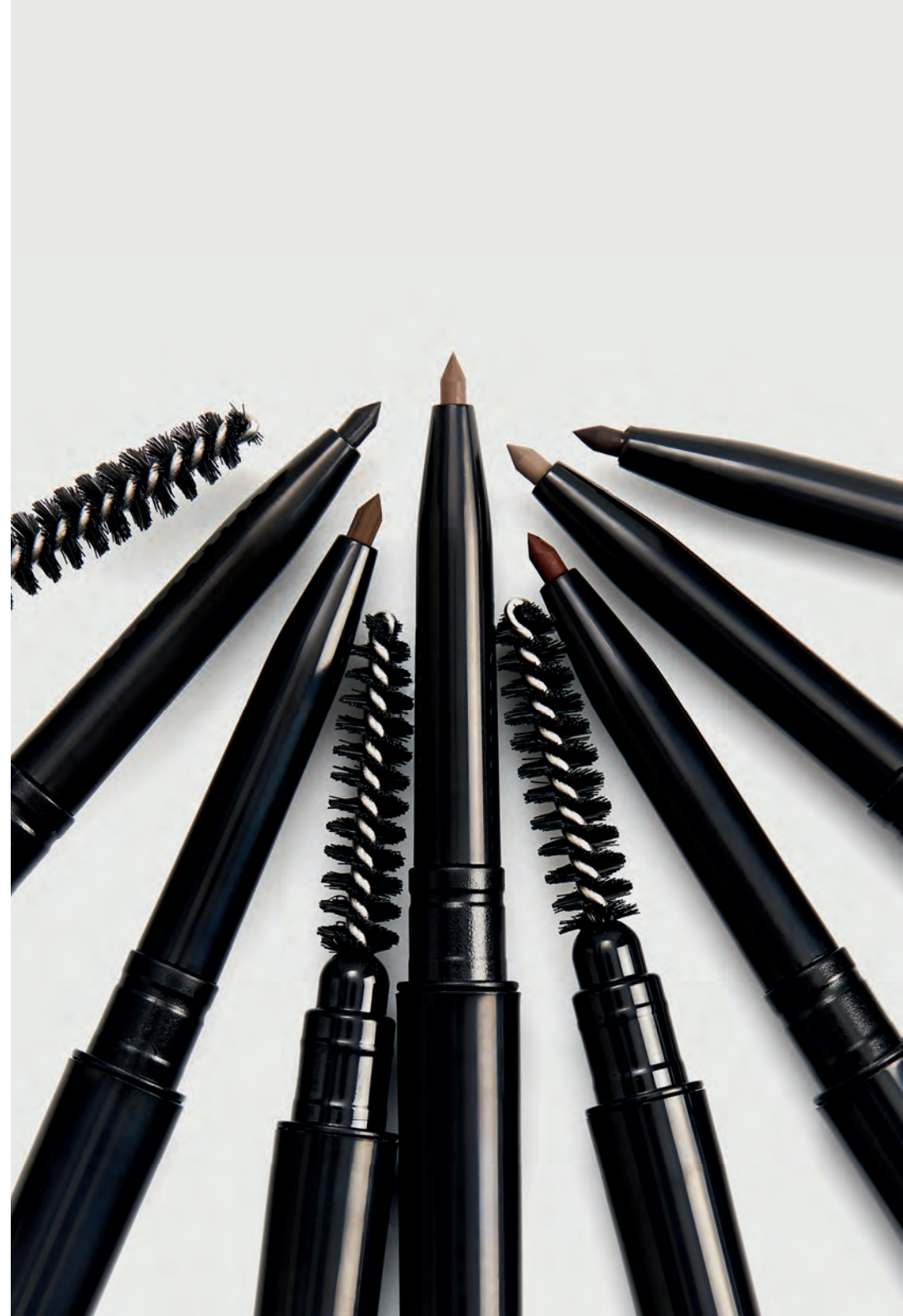
Available in our six signature shades

### 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

2

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 clear plastic jars of cosmetic products, arranged in a horizontal row. Above each jar is a thick, textured swatch of the product, showing its consistency and color. From left to right, the colors transition from a light, ashy brown to a dark, charcoal black. The text 'BROW POWDER AND POMADE' is centered over the middle jars in a white, outlined, sans-serif 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

BROW MAXIMISER

BROW MAXIMISER



# 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.



# Tint Lock Serum

## Eyebrow conditioning serum

PRO PRICE \$33.10 +GST

### What is it?

If you have clients that find that eyebrow tint fades quickly or have damaged brows, this is their prescription to #BetterBrows.

Tint Lock Serum works to condition and care for hairs whilst also helping eyebrow tint last longer. It uses an invisible, flexible film that lightly coats the brow hairs to help hold in colour. The powerful cuticle interlock system works alongside the amino acid action to repair, rebuild and strengthen hair structure. It's ideal if you want to prolong the wear of your tint or have brittle, damaged brow hairs and want to improve the overall health of your brows. It's an aftercare essential for any BrowSculpt or brow lamination clients.

### The need-to-knows



RRP \$59



Conditioning and repairing brow serum



Helps to prolong the wear of tint

### Retail me to

- People who want to extend the longevity of their tint
- Those who have brittle or dry brows
- Clients after a BrowSculpt treatment – a must have

### How to use:

For best results, apply twice daily. Use the flat side of the applicator and dab some product directly onto the brows and comb through using the soft bristles.



# 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 Balm

## Multi-purpose healing balm

PRO PRICE \$18.50 +GST

### What is it?

This multi-purpose rescue balm is intensely moisturising, replenishing dry skin and restoring chapped lips. Enriched with jojoba oil, it works to enhance skin's natural suppleness and elasticity.

If you have clients that are prone to threading spots or may have grazed during the treatment, this wonder balm will work to help heal and soothe the skin. Super versatile, the moisturising benefits of this balm can also be used on chapped lips or dry skin.

### The need-to-knows



RRP \$33



Contains jojoba oil to help soothe and calm the skin



Great on dry cracked skin, chapped lips or sensitive post-treatment skin

### Retail me to

- People prone to threading spots
- Those who may have grazed during waxing
- Clients looking for a multi-purpose rescue balm

### How to use:

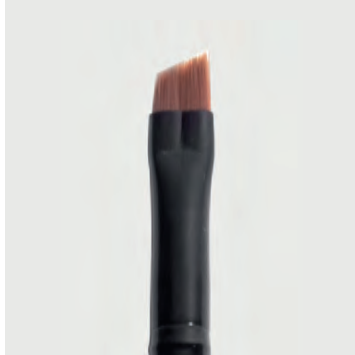
Apply liberally to any areas in need of moisture and healing. Can be used around the brows post-treatment or on dry, cracked skin anywhere.



A hand holding a black HD Brows high definition pen. The pen is held diagonally across the frame. The text 'HD BROWS' and 'HIGH DEFINITION' is visible on the pen's barrel. The hand is positioned in the lower-left quadrant, with the thumb and index finger gripping the pen. The background is a plain, light grey surface. The overall composition is clean and minimalist.

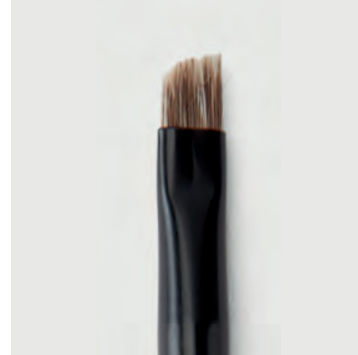
# EYEBROW BRUSHES AND TOOLS

# Your #BrowBoss brush and tool kit essentials



## Super-Fine Angled Brow Brush

High quality synthetic bristles to apply product with expert precision



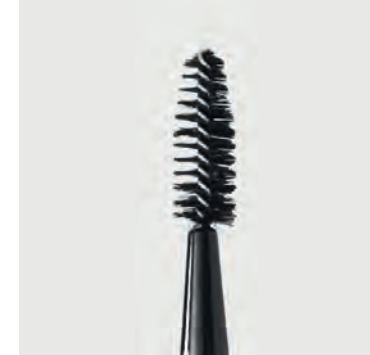
## Angled Brow Brush

Natural hair bristles for picking up powders



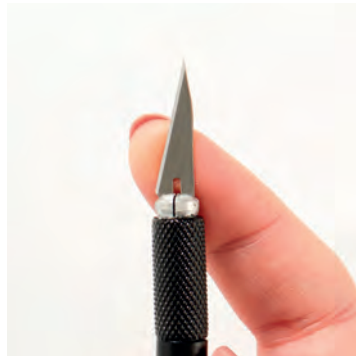
## Brow Highlighter Brush

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.



## Pro 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



# KEY TREATMENT ESSENTIALS





# Workstation set up

## 1. Pristine Clean

Remember: P = Palms  
Cleanses hands of client  
and stylist



## 5. Disinfectant Wipes

Virucidal, bactericidal, fungicidal  
For wiping work surfaces and tools



## 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



# 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 Tint Lock Serum for clients wanting to prolong their results.



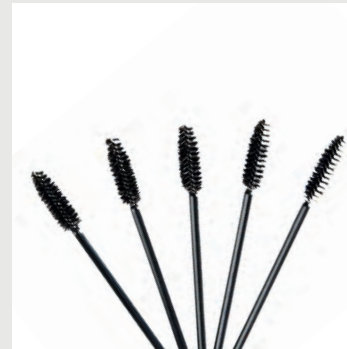
# Your essential treatment tools



**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



[hdbrows.co.nz](http://hdbrows.co.nz)

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