



Girlz Ink Gazette

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JANUARY 2024 PRO TEAM ARTIST SPOTLIGHT

MEET JORDAN LEE

LI PIGMENTS 2023 PRO TEAM ARTIST

OWNER OF I BROWS UK
IN NOTTINGHAM, UK



Can you tell us a little about yourself Jordan?

I have been in the PMU industry for almost 9 years. I started out with microblading, then 2 years later I trained in machine hairstrokes, ombre brows, eyeliner and lips.

I won the 2020 MPUK brow artist of the year which was a huge compliment considering I was up against some of the best UK brow artists.

In 2023 I became one of the 10 debut Li Pigments Pro Team members, being the only one in the UK was a huge achievement to promote a brand I truly believe in!

I continue to strive for excellence by training with those in the industry who's work I admire. My goals for the future are simply to continue loving what I do every day.

You can check out her portfolio on Instagram [@i_brows_uk](#) or [her website](#).



Do you have a favorite pigment?

Monica Ivani Faux Brown with drop of Absolute Brown & Li Aqua Classic Brown

Do you have a favorite service?

My absolute passion is brows, and in particular hairstrokes machine method. I love the different looks you can create from the most natural and barely noticeable, to bolder more saturated strokes that fit clients with coarse natural hairs. I love how flexible the treatment can be and how it can be tailored on an individual basis to fit the client.



Do you have any encouraging words, tips or tricks for the artists that read this?

Don't compare your beginning to someone else's middle. Invest in yourself, take extra classes, practice daily, because the more you put in the more you get out.

Want to be NEXT months Artist Spotlight? Answer a few questions and you may see yourself in Issue #47 of the Girlz Ink Gazette. We pull our Artist Spotlights from this survey and our 2023 Pro Team. Click the button below to get started!

[Become Our NEXT Artist Spotlight!](#)



New Tatter-a-fact® Episode!

Why You Shouldn't Listen To Someone Else's Doubt!
Episode #68 with Teryn Darling

On this episode of Tatter-a-fact PMU Podcast I'm kicking off season 4 of the podcast! I can't believe we're already on the fourth season! In this solo podcast I cover a few topics close to me including my story of inspiration. You all know my color theory course – could you imagine if I never did that webinar, turned course, turned reference guide?! I can, in fact it almost didn't happen because of what other's told me. I also touch on why it's important to have audio and video recording in your lobby and how to handle difficult clients. Plus, what qualifies a TRUE hybrid pigment? Buckle up and let's get the first podcast of 2024 in the books!

These are topics we talk about:

[Trust YOUR Gut Over Others' Doubts](#)

[How To Properly & Safely Handle Client Issues](#)

[What Qualifies A TRUE Hybrid Pigment?](#)

[VIEW FULL EPISODE](#)

Safe by Choice, Not by Chance™

Vegan-Friendly
vs.
Certified Vegan



Safe by Choice, Not by Chance™: Vegan-Friendly vs. Certified Vegan

In the realm of permanent makeup pigments, ethical choices are taking center stage, with the terms "vegan-friendly" and "certified vegan" carving out distinctive spaces. While both aim for cruelty-free options, the nuances are worth understanding.

Vegan-Friendly vs Certified Vegan

Vegan-friendly pigments, while striving to minimize their impact on animals, may not be entirely free of animal-derived ingredients or testing. This gray area leaves room for interpretation, posing a challenge for consumers seeking consistent ethical standards...

[Read the Full Blog](#)



Dark Brown PMU Pigments are NOT Warm or Neutral. They are Cool.

Light and medium brown pigments can be warm, neutral or cool but dark brown pigments are cool. How cool? That depends on how much black was used to obtain the depth of color, what other colors are used and if there is warmth added and if so...how much (is it pre-modified)?

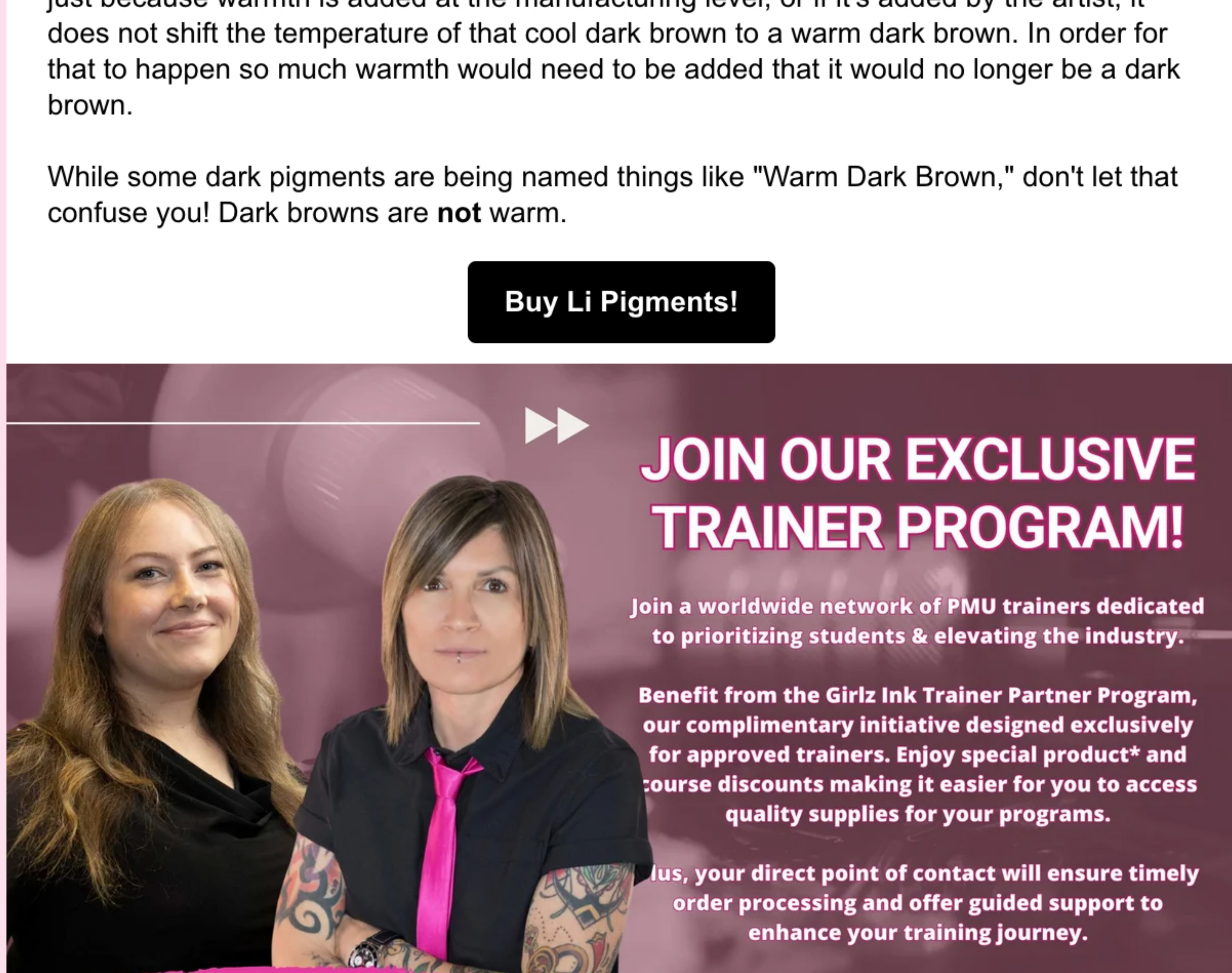
Once a dark brown pigment is formulated if the manufacturer pre-modifies it with added warmth that means the manufacturer is adding the Yellow, Red, Orange or a combination of any of the three and this can help prevent ashing. However, this does not shift the temperature of the pigment from cool to neutral.

Manufacturers can only add so much of those warm colorants OR the dark brown will start to lighten and lose its depth of tone. The warm colorants add warmth, but they also dilute the depth of tone – the darkness.

Dark brown pigments are anywhere from slightly cool all the way to extremely cool. And just because warmth is added at the manufacturing level, or if it's added by the artist, it does not shift the temperature of that cool dark brown to a warm dark brown. In order for that to happen so much warmth would need to be added that it would no longer be a dark brown.

While some dark pigments are being named things like "Warm Dark Brown," don't let that confuse you! Dark browns are not warm.

[Buy Li Pigments!](#)



JOIN OUR EXCLUSIVE TRAINER PROGRAM!

Join a worldwide network of PMU trainers dedicated to prioritizing students & elevating the industry.

Benefit from the Girlz Ink Trainer Partner Program, our complimentary initiative designed exclusively for approved trainers. Enjoy special product* and course discounts making it easier for you to access quality supplies for your programs.

Plus, your direct point of contact will ensure timely order processing and offer guided support to enhance your training journey.

* Minimum order rates apply

EMAIL SARAH@GIRLZINK.COM FOR MORE INFORMATION AND TO GET STARTED!

