

BROWS BY
Cher

BROW PREP & AFTERCARE GUIDE



Before your Appointment

GET READY FOR FLAWLESS BROWS



Avoid excessive sun exposure or tanning before your session.



No Botox, chemical peels or laser treatments for 2-4 weeks before.



Come to your appointment with clean skin, no brow or eye makeup.



Avoid alcohol, caffeine and blood-thinners (aspirin, ibuprofen, fish oil, vitamin E) for 48 hours prior.



Come rested, hydrated, and with natural brows, it helps the consultation and design flow smoothly.



If you're pregnant, breastfeeding, on blood thinners, or have diabetes, keloids, or active skin conditions near the brows, this treatment may not be suitable.



Healing Timeline



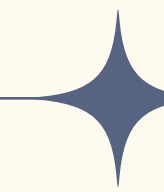
DAY 1-3

Brows appear darker and possibly a little swollen.



DAY 5-10

Scabbing, flaking begins; colour may shift and appear lighter.



DAY 10-30

Brows soften and settle into their healed tone.



DAY 40+

Full healing may take up to 6-8 weeks.

Aftercare Tips

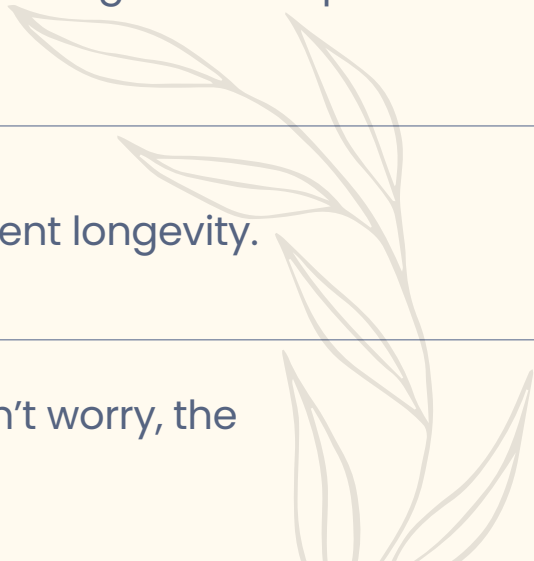
Gently cleanse with cool water, pat dry, apply a thin layer of the provided aftercare balm as instructed.

Avoid touching, picking or scratching any scabs — let them flake naturally.

No heavy sweating, no sauna/steam, no swimming or makeup on brow area for 10-14 days.

Once healed, apply SPF daily to protect pigment longevity.

Your brows may look quite dark initially — don't worry, the colour will soften by ~20-40% during healing.



Ready to Book

Keep Your Brows
Looking Stunning



1

Book your private consultation with Cher

2

Receive your personalized brow design and go over the best technique for your skin type & lifestyle.

3

Schedule your follow-up/touch-up at your appointment.

4

After your care period, maintain your brows with annual or bi-annual check-ups.

Cher

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📍 Calgary, Alberta

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