

# THE SOURCE GUIDE TO BROWS

Your personal guide to the latest brow treatments and trends.



## **ROISIN HOBBS**

**OWNER OF SOURCE BROW SPA &  
ELITE TRAINER FOR HD BROWS**

Hello and thank you for downloading the Source Guide to Brows.

With over 10 years of browin' under my belt and 2 years of sharing my knowledge with the next generation of Brow Pro's there's not much I don't know about the world of brows.

It is often overwhelming when presented with so many options so my aim is to provide a little bit of insight to the most popular brow treatments so it feels a bit easier to decide which brow treat is the right one for you!

 **@SOURCE\_BROWSPA**

# CONTENTS

**1**  
HD BROWS - MORE THAN A BRAND

**2**  
TINT & WAX

**3**  
HD BROWS

**4**  
BROW SCULPT LAMINATION

**5**  
BROWSTAY HYBRID DYE

# HD BROWS - MORE THAN A BRAND

HD Brows. I'm sure you've heard that name knocking about over the last decade or so, but what does it mean? For some it's just a name, for others it's a look, but for me as a brow professional it's a whole brow ethos!

We've come a long way since the 'tadpole brow' of the 2000's and the 'Scouse brows' of the 2010's and with so many influencers and celebs touting their favourite products and treatments it's become harder than ever for those of us who just want a decent looking brow to choose what's best.

That's why I LOVE the HD Brow ethos. It puts you, the client at the centre of focus. Your needs, your lifestyle, your style, your brow health, YOU! Whether it's a classic HD Brow Treatment, a BrowSculpt Lamination, or a BrowStay Hybrid we decide to go with; the principles remain the same: bespoke brow mapping, bespoke colour, bespoke shape and texture.

And that is why I trust HD Brows as the brand for my salon AND my clients, because I really do find them to be the best.



HD BROWS®  
HIGH DEFINITION BEAUTY



## **THE HUMBLE TINT & WAX**

Does what it says on the tin, right? Custom blended HD Brow tint is applied and we use wax and some tweezing to tidy and shape the brows. Takes 15-20 minutes and costs just £22.

Is it the right option for you? Check the next page to find out...

## THE RIGHT CHOICE IF:

- ✓ You're happy with your brow shape and just want a bit of maintenance
- ✓ You don't need to change the shape or texture of your brows



## THE WRONG CHOICE IF:

- ✗ You want to change your brow shape
- ✗ You're unhappy with the shape and/or size/texture of your brows

## TIME & INVESTMENT

- 🕒 15-20 min appointment
- 📅 Appointment every 4-6 weeks
- 💰 £22





What are  
**HD BROWS?**

## **HD BROWS**

The original brow design treatment. Seven steps to beautiful brows; taking your face shape and proportions into consideration along with your personal taste, style and lifestyle. Brows are tinted, mapped out for increased symmetry, waxed, threaded, trimmed if needed and finished off with some makeup depending on your wants and needs. Ideal for those of us who are new to brows and aren't sure what to do with their shape.

## THE RIGHT CHOICE IF:

- ✓ You want a highly defined, groomed brow
- ✓ You're not sure where to start with your brows and need some help
- ✓ Would like more symmetrical brows



## THE WRONG CHOICE IF:

- ✗ You want a fluffy/textured brow
- ✗ You want a tint that will leave a skin stain

## TIME & INVESTMENT

- 🕒 30 min appointment
- 📅 Appointment every 4-6 weeks
- 💰 £28







Official  
**HD BROWS BROWSCULPT**  
lamination stylist

 **HD BROWS**  
HIGH DEFINITION BEAUTY

## **BROW SCULPT/LAMINATION**

BrowSculpt is the HD branded lamination system. Brow lamination uses a chemical process similar to that of perming to break down the bonds in the hair and re-set them in to a new direction. This makes the hairs more pliable and easy to style. Lamination is great for unruly hairs that don't stay in place easily with brow products as well as those who like a fuller brow or have areas of growth that may need correcting. Lamination works well for those who like a fluffier, natural look and those who may have sparse or thinner brows.

## THE RIGHT CHOICE IF:

- ✓ You want an on trend fluffy brow
- ✓ You want a sleek, easy to style, fuller brow
- ✓ You want to correct an unruly brow shape



Proud to be an official

**HD BROWS**  
**BROWSCULPT**  
**LAMINATION**  
**STYLIST**



## THE WRONG CHOICE IF:

- ✗ You want a no-maintenance brow treatment
- ✗ You don't want fuller or thicker looking brows

## TIME & INVESTMENT

- 🕒 45 min appointment
- 📅 Lamination every 6-8 weeks - may need maintenance for tint/shape at 3-4 weeks
- 💰 £32



Proud to be an HD Brows

**BROWSTAY**

Hybrid Stylist



## **BROW STAY HYBRID BROWS**

A henna-free solution for long lasting brow colour. HD BrowStay will colour brow hairs for 4-6 weeks and provide a skin stain for up to 10 days. In my own experience the skin stain tends to last around 4-ish days before gradually fading and the colour will last for weeks on the hairs, giving a super long lasting tint to the brows. With 8 shades all completely mixable and customisable BrowStay gives all the benefits of the original HD Brow treatment but with some extra punch. Great for those who want a “penciled in” look but without the pencil.

## THE RIGHT CHOICE IF:

- ✓ You want long lasting brow colour
- ✓ You like a stronger "Power Brow" look
- ✓ You don't want to have to wear brow pencil/powder



## THE WRONG CHOICE IF:

- ✗ You don't want a tint that will stain the skin
- ✗ You want a more subtle brow look

## TIME & INVESTMENT

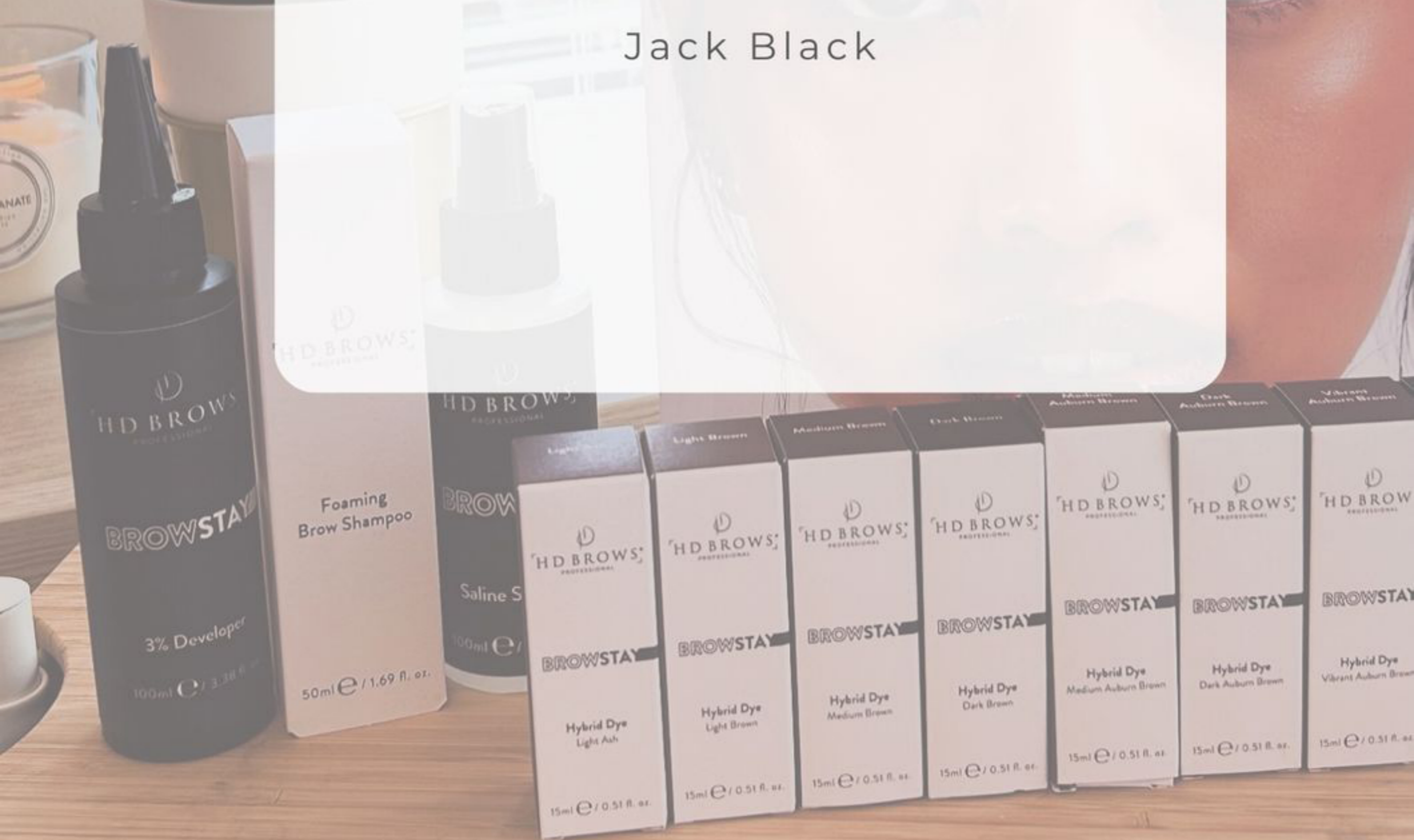
- 🕒 45 min appointment
- 📅 Appointment every 4-6 weeks
- 💰 £33



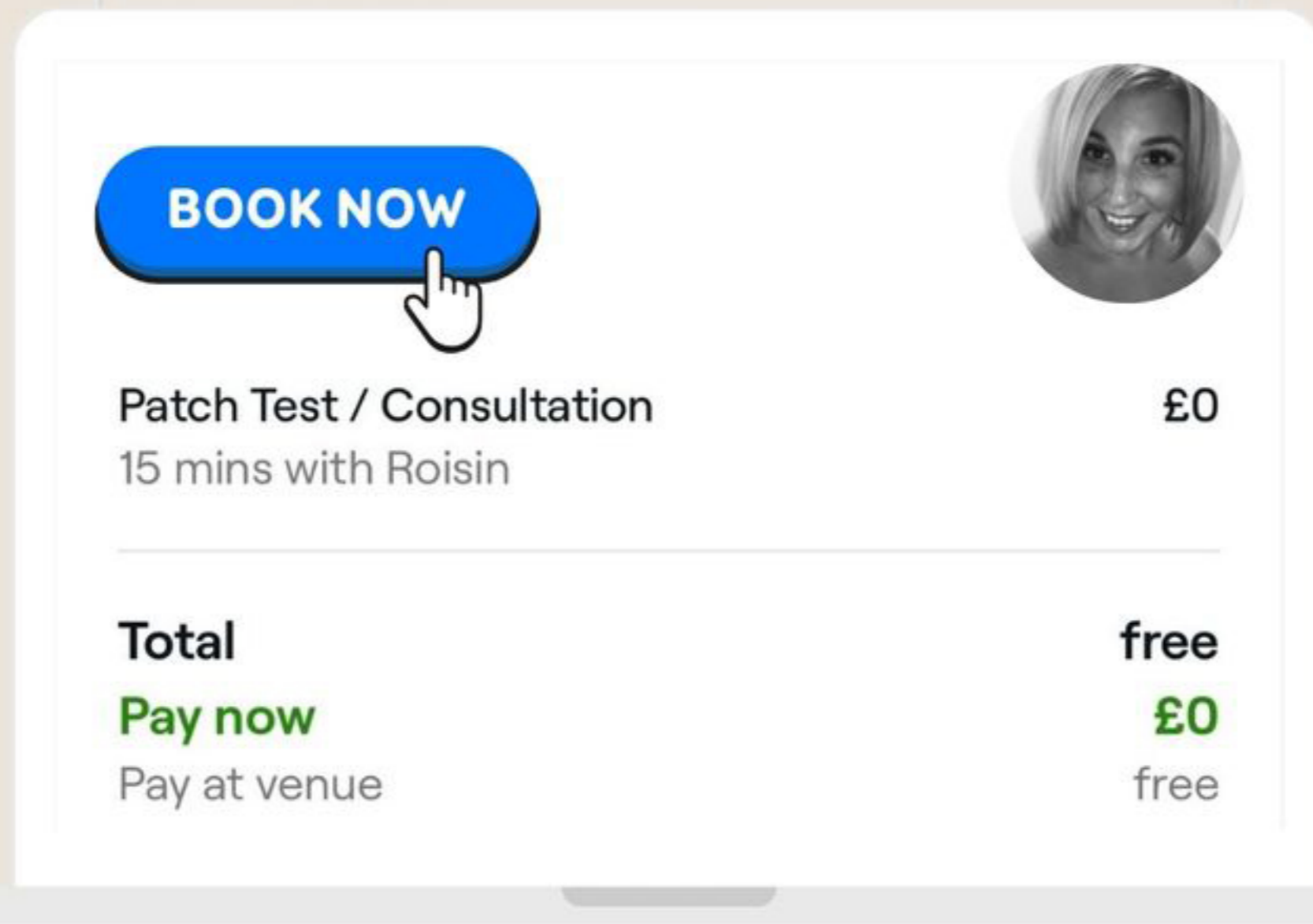
OFFICIAL  
**BROWSTAY**  
HYBRID STYLIST

You must NEVER  
underestimate the POWER of  
the eyebrow!

Jack Black



S O U R C E   B R O W S P A



# LET THE BROW JOURNEY BEGIN...

If my brow guide has helped you now decide which treatment fits for you the next step is to book in for a patch test for your chosen brow treat.

Still not sure what to go for? No problem! Let's chat brows during a free 15 minute consultation and get you matched up! Consultations & patch tests can be booked via Facebook, Instagram or by call, text or email.

I look forward to starting your brow journey with you soon!

*Roisin*