



The little book of  
**BROWS**

 **HD BROWS**<sup>®</sup>  
HIGH DEFINITION BEAUTY



# 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 in-depth knowledge on the HD Brows make up range.



**EAT  
SLEEP  
BROWS  
REPEAT**

# BROW GELS



# Brow Glue

## Ultra-strong brow setting gel

### 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 £16



No.1 retail  
best-seller



Budge-proof  
formula



Vegan

### Who is it for?

- Anyone looking for an ultra-strong setting gel
- Those who love brushed up, fluffy brow look or want to tame unruly hairs that won't stay in place
- Anyone hoping to try out the brow lamination look

### How to use:

Remove any excess Brow Glue from the applicator as you remove from the tube. Brush the applicator through the brows in the direction you wish to set hairs. Wait a few seconds for the gel to set and you're good to go.

This versatile product can be used alone, or layered over or under other brow products.



# Brow Colourfix

Tinted brow gel with a medium hold

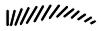
## What is it?

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 £22



Adds texture and gives a fuller brow look



Available in our six signature shades



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## Who is it for?

- People who want a medium hold gel
- Those looking for an instant colour boost or to fake fuller brows

## How to use:

Quick and easy to use, simply brush through the brows using the applicator brush. 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

## 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 £15



Taming brow gel  
for a groomed finish



Translucent formula  
gives a 'no make up'  
finish



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## Who is it for?

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

## How to use:

Brush hairs into their desired position using the product applicator. This lightweight gel can be applied over other brow products.



# BROW PENCILS



# Browtec

## Slim eyebrow pencil

### 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 £19.50



Versatile product can create both a natural and defined finish



Available in our six signature shades



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### Who is it for?

- People wanting an easy-to-use pencil with precise application

### 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

### 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 £18



Unique, ultra-fine  
tipped pencil



Available in  
four shades



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### Who is it for?

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

### How to sharpen:

- Place the pencil core gently on the lid of the Pro Super Shaper 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 Super Shaper 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

## 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 £18



Quick and easy  
to use



Available in our six  
signature shades



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## Who is it for?

- Those looking for an everyday brow definer that is 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

## 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 £16.50



Instantly lifts and enhances the brow



Available in two shades



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## Who is it for?

- Those looking for a crisp, clean finish to their brows
- Anyone wanting to highlight and lift the 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.



# BROW POWDER AND POMADE



# Brow Crème

## Budge-proof brow pomade

### 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 £18.50



Budge-proof formula  
that lasts all day



Available in  
six shades



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### Who is it for?

- Those looking for a budge-proof brow product, especially people 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

## 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 £30



Comes complete with a dual-ended brush and mirror



Available in three shades

## Who is it for?

- Anyone who likes a soft, powdery finish on their brows
- Those looking for an easy and versatile product to be able to use on-the-go

## 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 Miracle Daily Conditioner

## Conditioning brow serum

### 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 those who get regular brow treatments.

### The need-to-knows



Repairing and  
strengthening



Treatment aftercare  
essential



Infused with  
hyaluronic acid



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### Who is it for?

- Anyone who regularly has brow tint, wax, threading or lamination treatments
- Those looking to improve the overall health and condition of their brows
- Anyone who has brow tinting treatments but find the colour fades quickly

### 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



# SOS Rescue Brow Balm

## Multi-purpose care balm

### What is it?

The SOS Rescue Brow Balm is packed with 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 a blend of natural oils and shea butter to help 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



Achieve an Instagram-worthy glossy brow look



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### Who is it for?

- Anyone who has regular brow tint, wax, threading or brow lamination treatments
- Those with dry, brittle, damaged or over-processed brows
- Brow treatment regulars who find their skin is prone to grazing or threading spots
- Anyone with 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
- To squeeze every last drop out of the tube, pair with our innovative Tube Hero



# Brow Maximiser

## Eyebrow growth serum

### What is it?

This daily serum is the answer to #BetterBrows for anyone with sparse, patchy or over plucked eyebrows.

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 £40



Increases brow density



Results in as little as 6 weeks



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### Who is it for?

- Those with sparse, patchy brows with fine or slow growth wanting to achieve 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.



# Lash&Brow Booster

Caring and growth-boosting brow serum

## 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.

This daily maintenance serum is ideal for use once re-growth has been achieved with the Brow Maximiser to keep those brows full and healthy.

## The need-to-knows



RRP £39.50



Caring formula that can stimulate growth



Safe for use on brows and lashes



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## Who is it for?

- Those with brittle, weak, sparse, brows and lashes wanting to strengthen and condition hairs
- Anyone wanting to maintain the results of brow growth

## 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.



# BROW BUNDLES



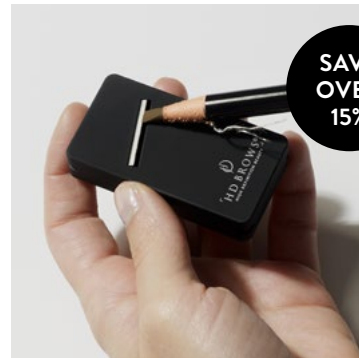
# Brow Bundles

## Essential brow pairings

We've paired together some of our best-sellers to make matches made in brow heaven. Each of these ready-made daily brow routines comes with a great saving.



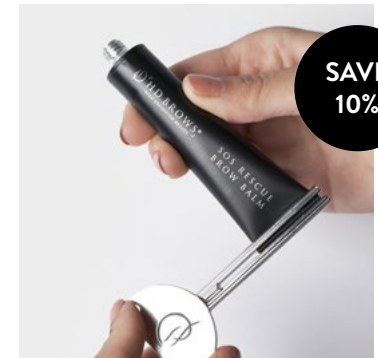
**The Fluffy Brow Bundle**  
RRP £31.96



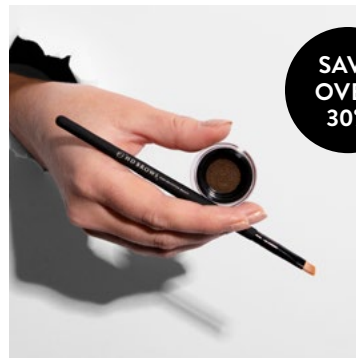
**The Pro Pencil Bundle**  
RRP £25



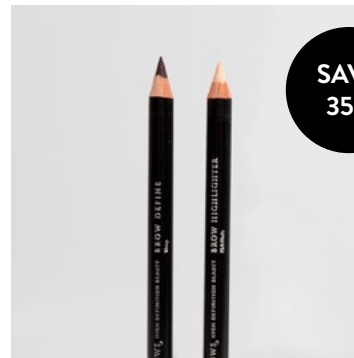
**The Sharpen Up Bundle**  
RRP £15.75



**The Brow Rescue Bundle**  
RRP £20



**The Power Brow Bundle**  
RRP £21.50



**The Brow Goals Bundle**  
RRP £22.50



**The Brow Glow Bundle**  
RRP £19.50

# EYEBROW TOOLS AND BRUSHES

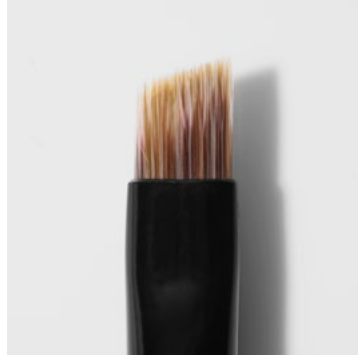


# Your #BrowBoss brush and tool essentials



## 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.



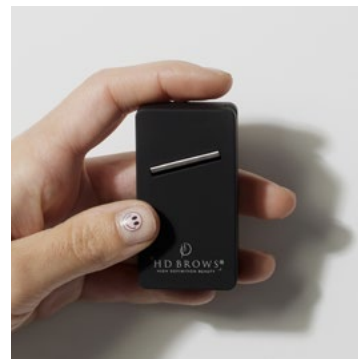
## Tube Hero

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

# DISCOVER OUR TREATMENTS



**HD Brows**

Our signature treatment creates bespoke brows through a mix of tinting, waxing, threading and so much more.



**HD Brows Express**

A faster version of our classic treatment for those who want a quick tidy up that's still totally tailored to them.



**HD BrowSculpt**

Brow lamination with a bespoke HD twist. Get full and fluffy brows or use it to help with correcting the shape of uneven brows.



**HD Brows Lightening**

From softening your facial features to just achieving a colour that just feels more you, HD Brows Lightening is the treatment you never knew you needed.



**Good brows**

**Good mood**

**GOOD DAY**



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