



Your exclusive HD Brows Dye Guide



You wouldn't wear a 'one shade
suits all' foundation

So why would we apply a
standard tint?

Our guide to: Colour theory

In order to choose the right colour tint for your clients, it's important to have an understanding of what we need to look for and how to recognise key factors of colour. Below we look at the different tones and depths of hair colour. Once you achieve the perfect colour for your client they will come back to you time and time again to achieve that fresh brow feeling.

Tone:

This refers to whether a brow colour is cool or warm.

Cool:

Cool colours can be recognised with undertones of silver, ash and black.

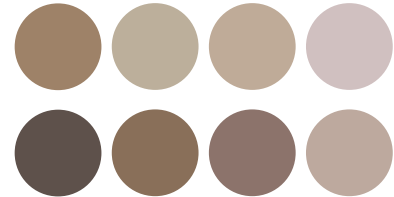
Warm:

Warm colours can be recognised with undertones of gold, red and orange.

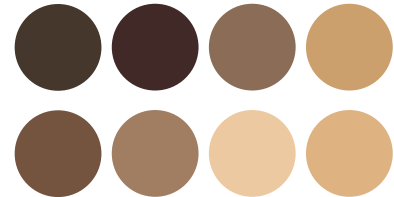
Depth:

This refers to what level of colour the client wants, light, medium or dark. Why not use visuals for your clients to see? Their opinion of a dark brow may be your idea of a medium brow.

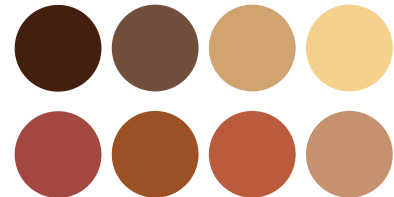
Cool tones:



Neutral tones:



Warm tones:



Our guide to: Mixing specialist HD Brow Dyes

No matter how many colours of Brow Dye you use, you always need to put twice as much developer in. This allows the Brow Dye to penetrate deep into the hair and provide longer lasting colour.

The HD Brows way of tinting is different to other techniques. You need to cover ALL of the hairs that you want to use for the final design, even those surrounding the brows. By picking up these finer vellus hairs you will create a thicker and fuller brow. Don't be tempted to only use the tint on the thicker hairs; you will be surprised as to how many more hairs our Brow Dye will pick up!

Vellus hair: Vellus hair is short, thin, light in colour, and barely noticeable.

Terminal hair: Thick, deep rooted, pigmented hairs.

Neutralising the colour

Applying a liquid to the Brow Dye stops the colour from developing further. Start by removing the Brow Dye with dry cotton pads, when the desired colour has been achieved, wipe over the brows using a touch of HD Brows Vanish.

Using HD Brows Vanish before you start tailoring the brow ensures that no tint is left on the skin. Remember! If you leave tint on the skin it could lead to a delayed tint reaction. You will also not be able to get a crisp, perfect finish as the edges will appear blurred with tint still left in the brow.



TOP TIP:

The longer you leave the Brow Dye on the client, the longer lasting and the deeper the colour achieved. Do not exceed the maximum time of 10 minutes.

HD Brows custom blending guide

If you're ever unsure about what to mix to get the desired results, use this table as a guide. The more bespoke tinting you do, the more confident you will feel about the amount of each colour you will need to reach the desired result.

	LIGHT	MEDIUM	DARK
WARM	Light Brown	Light Brown & Dark Brown	Dark Brown
NEUTRAL	Light Brown & Light Ash	Light Brown & Dark Brown & Light Ash	Dark Brown & Natural Black
COOL	Light Ash		Black & Light Ash
			Dark Brown & Midnight Black & Natural Black (we only recommend this for clients with a deep skin tone)

TOP TIP:

If brows turn grey
(too cool), add
Light Brown

If brows turn red
(too warm), add
Light Ash

Choosing the right shade

Your HD Brows consultation is the perfect time to get to know your client and determine what colour they want their brows. Remember – one colour does not fit all and HD Brows is designed to create a bespoke colour.

Follow these easy steps to assess what your client is looking for

- 1 Determine whether the client is naturally ‘cool’ or ‘warm’ (see our guide to colour theory for more details, page 3) this is known as their ‘tone.’
- 2 Determine whether your client wants their brows to be ‘cool’ or ‘warm.’
- 3 Next, determine the depth of colour the client would like, light, medium or dark.
- 4 Use pictures of brows to show your client different depths and tones to be sure you both agree what their desired colour is.
- 5 Now start to think about what colours you will need to create this for your client, try using our Custom Blending Guide (page 5) if you’re not ready to mix your own custom colours.
- 6 Always check if the client is happy with the colour, record this on their Client Record Card and what you plan to use next time. Perhaps they would prefer to be slightly lighter, so you could use less of the darker colour during their next treatment. For example: the consultation establishes that the client wants warm, medium brows, so you would mix light brown and dark brown together to create a medium colour (see our Custom Blending Guide, page 5)

Only HD branded Brow Dye provides a true HD treatment

Our Brow Dyes have been developed to complement and work alongside all of the other products in the HD Brows treatment range. Our expert team tried and tested these Brow Dyes with a focus on ensuring they were custom blendable, long lasting, and able to create beautiful colours. Here are just a few of our Brow Dyes top features and benefits.

- Long lasting
- Highly pigmented
- Available in 5 colours that allow us to cater for a variety of hair colours/ depths & tones
- Versatile and blendable
- Works quickly and effectively without harsh skin staining (meaning there is a lower risk of adverse reactions) and this also gives a neater finish
- Cream developer is kinder to hair
- Consistency of dye and developer allows for easy application and mixing
- HD Brows Vanish is the perfect product to follow the tinting process as it removes tint from the skin but will not remove tint from the hair



HD Brow Dye FAQs

The world of colour theory & the tinting process can sometimes seem to be a complicated one, so we've collated some of our most frequently asked questions to make things a little easier:

Q. How long does the HD Brow Dye last?

A. Our tint typically lasts around 2-4 weeks. This varies depending on skin type and cleansing routine.

Q. How long do I leave the HD Brow Dye on the brows for?

A. Between 1 and 10 minutes depending on the colour you want to achieve. The longer the Brow Dye is left on, the deeper and longer lasting the shade. Do not leave on for more than 10 minutes.

Q. Why do we teach to tint such a wide area?

A. By tinting a wider area, we pick up the finer vellus hairs that you didn't even know were there. This allows you to create a thicker and fuller brow for your clients.

Q. Can I just use one brow dye colour for most clients and leave it on for shorter/longer periods to get a different shade?

A. We advise to always mix the correct shade to begin with and always leave on for the correct development time to ensure longevity of colour rather than creating a lighter colour and not leaving on for long enough. There is no one colour fits all, be sure to always create a bespoke colour to match your clients needs.

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HIGH DEFINITION BEAUTY