

INK & IVORY BROW AFTERCARE

Your brows are a cosmetic tattoo and should be treated like a superficial skin wound while healing. Proper aftercare ensures optimal color retention, smooth healing, and long-lasting results.

WHAT TO EXPECT

- Brows may appear darker and more defined immediately after your appointment
 - Mild redness, swelling, or slight stinging may occur for 24–48 hours
 - Light flaking may begin around days 4–7
 - Brows may appear patchy or uneven during the flaking phase — this is normal
 - Color may appear lighter during healing before returning (ghost phase)
 - Final results settle in approximately 14–21 days
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DAY 1 (FIRST 6–12 HOURS)

- Do not wash the brows immediately after your appointment
- If lymph fluid appears (clear/yellowish), gently blot with clean gauze or a cotton pad
- Avoid touching the brows unnecessarily

Wait at least **6–12 hours** before your first cleanse to allow the skin to begin closing. You may gently cleanse your brows the evening of your appointment or the following morning.

DAYS 1–7: HEALING PHASE

Clean (Morning & Night)

- Wash hands thoroughly
- Cleanse gently with lukewarm water and a mild, fragrance-free cleanser (e.g., Cetaphil Gentle Cleanser)
- Use clean fingertips only
- Rinse gently and pat dry with a clean paper towel
- Allow brows to fully air dry, follow with your aftercare lotion.

Do not scrub, rub, or apply pressure. Avoid direct, high-pressure shower water on the brows.

Moisturize

After cleansing and drying, apply a **very thin** layer of the provided aftercare lotion.

- Use a rice-grain amount per brow
- Apply with a clean cotton swab or microbrush
- Brows should not appear shiny or greasy
- Apply 1–2 times daily for 5–7 days or until flaking subsides

Skin type guidance:

- Oily skin: apply minimally (once daily or as needed)
 - Dry skin: may apply 2–3 times daily as needed
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AVOID FOR 10–14 DAYS

- Excessive sweating or intense exercise
 - Swimming (pools, oceans, lakes)
 - Saunas, steam rooms, hot tubs
 - Direct sun exposure or tanning beds
 - Facials, chemical peels, or laser treatments
 - Retinol, Retin-A, glycolic acid, or exfoliating products near the brows
 - Makeup directly on the brow area
 - **Picking, peeling, or scratching**
 - Sleeping face-down on the brows
 - Heavy dust or debris exposure
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AFTER BROWS ARE FULLY HEALED

Once all flaking has stopped:

- Apply SPF 30–50 to the brow area when exposed to sunlight
 - Avoid frequent exfoliation directly over the brows
 - Proper skincare maintenance will extend the life of your results
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ABOUT THE HEALING PROCESS

Brows heal best when kept clean and lightly moisturized — not overly dry or heavily coated.

- The skin releases lymph fluid in the first several hours
- If left to dry, this can form thicker scabbing
- Thick scabs may pull pigment during shedding

Gentle cleansing helps prevent heavy scabbing, reduce infection risk, and support pigment retention. A thin layer of aftercare protects the skin barrier without suffocating it.

More lotion does **not** mean better healing.

CONTACT ME IF YOU NOTICE

- Increasing redness after day 3
- Unusual swelling
- Thick yellow or green discharge
- Fever or warmth at the site
- Severe pain

These may indicate infection and should be evaluated.

Thank you for trusting Ink & Ivory  Text me if you need anything!