



WHAT IS BROW LAMINATION

Waterproof brow gels and pencils can keep your arches full and intact throughout all your daily activities. However, if you're looking to keep your brows on point for days and days, you should consider brow lamination. It is changing the brow game for the better.



Brows can be laminated? How does that even happen! This unique three-step treatment process straightens and relaxes brow hair, resulting in a versatile brow that can be worn fluffy, straight, arched or sleek. ***When compared to permanent makeup and micro-stroke brow tattooing, the lamination technique is truly unique, and prevents dye being injected into the skin.*** Instead, it's practically a perm for your brows, as it allows them to be styled in a variety of ways, without requiring too much downtime in the process.

To give you a closer look at how the brow lamination process works, I am going to break down everything you need to know about this popular new beauty treatment, including cost, the process and how long the brows last.

It's typically a three-step process

The first step is very similar to a perm, as it lifts and relaxes the brows. During this step, when applied, it creates a chemical process, which breaks down the bonds in each of the brow hairs, allowing them to form or freely move into a new shape or style.

Step two, is to neutralize brow hairs. When applied, those bonds are set and now reformed into their new shape.

Step three utilizes keratin (and other oils) to hydrate and nourish brows.

The treatment takes less than an hour

The process is about 45 minutes tops. This ensures that each step is being activated with the correct timing.

Results last up to eight weeks

This includes lasting through everyday activities and showering!

At-home maintenance is important

Like a lash lift, I always advise allowing an eight-week break between treatments with a follow-up maintenance trim, tweeze, wax, thread or henna styling in between. At home maintenance of freshly laminated brows is extremely important. You must follow your aftercare of nightly oiling (I recommend applying [The Lash Shrink Castor oil serum](#) nightly on the brow area), and ensure you keep the brows dry for 24 hours after the

How much does it cost?

Brow lamination is a fast and non-invasive service and is priced at \$125. It is a worthwhile investment, especially since results last for a good amount of time.