

EVERYTHING
YOU NEED
TO KNOW
BEFORE
MICROBLADING

MICROBLADING
HUB

THE IMPORTANCE OF THE DOCUMENTATION STAGE

If you've ever made a big purchase online, there was one thing you most likely did before pressing that "buy" button. You checked the reviews. Why? It's human nature to want to know as much as possible about a product before we buy it, especially if it is an expensive purchase.

Human beings are careful creatures by nature. We want to know that we are getting the best product out there before we spend our hard earned cash, so we ask around. We ask friends, family, the internet.

Now, think about getting something done on your face. Wouldn't you want to know as much as possible before getting something done on your face, the most public part of your body? Of course you would!

The good news is you're already on the right track by reading this guide.



The documentation stage of the process of getting microblading or permanent makeup is one of the most important. When you know what to expect, you can only get the best, but you first need to know *what* to expect.

Being thoroughly informed will allow you to make good decisions regarding your procedure — like, what technician to choose, what safety standards to expect, what kind of ink will be used.

All of these aspects are crucial to your satisfaction and the success of your procedure, and we will go over all of them in this guide. Remember, it is your responsibility to do as much as you can to guarantee successful results you will be happy to show off to all of your friends and family.

Let's get started.

WHAT IS MICROBLADING?

Microblading is a technique of permanent cosmetics that involves using a hand tool similar to an exacto knife with a tiny set of needles that create highly accurate and natural-looking scrapes on the brow area, simulating the appearance of hairs on the brow.

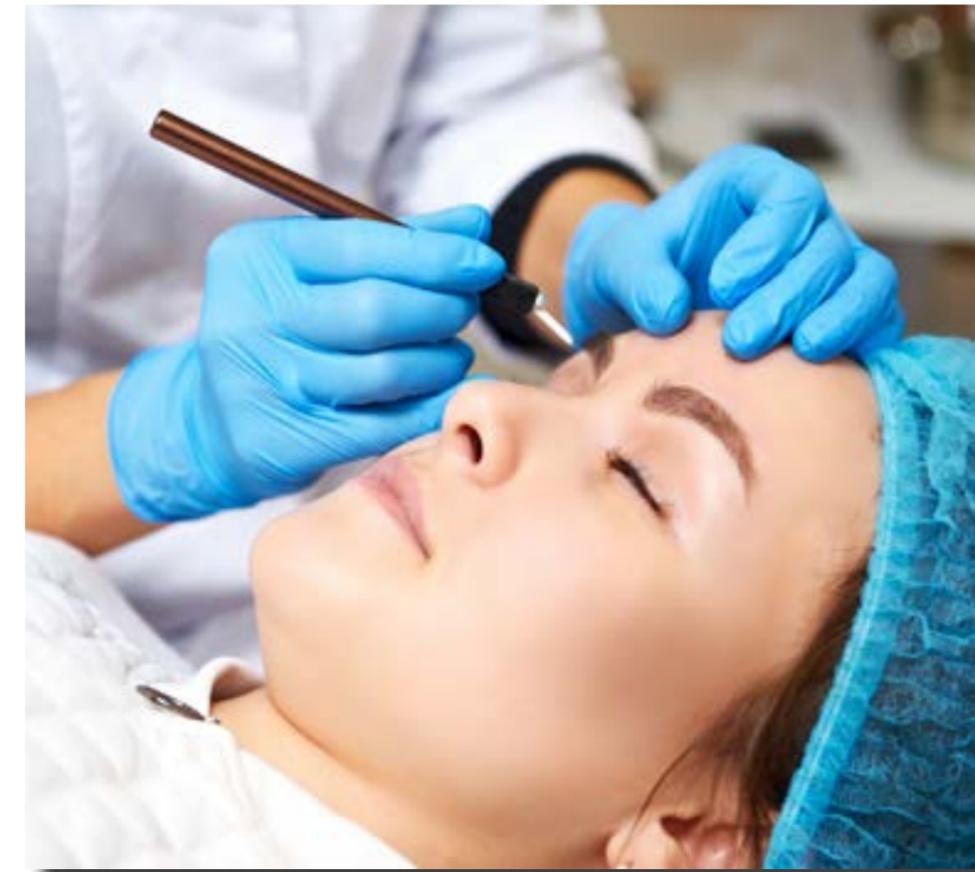
The tool inserts pigment in the most superficial layer of the skin filling in the brow and giving sparse eyebrows a glamorous and harmonious shape.

Did You Know?

Microblading can go by many names: microstroking, eyebrow embroidery, feather touch and hair like strokes.

Microblading and any other permanent cosmetics are forms of tattoo and are usually regulated under the same umbrella as artistic tattoos.

We are adamant about this, as some people interpret the superficial application of microblading as not qualifying of a tattoo and this misrepresentation may be misleading to some.



RECENT POPULARITY

Permanent makeup, or permanent cosmetics, has existed for decades, but, at least in the United States, it managed to go relatively under the radar, until now.

Suddenly, in 2016, what seemed a taboo subject that beauty magazines largely ignored for years, was suddenly being covered in mainstream media. BuzzFeed was doing videos about it, dozens of “I tried Microblading and this is what happened” articles surfaced online, the keyword “microblading” spiked like never before on Google Trends.

It was a frenzy — and we’re still riding its wave.

We can only guess the reason mainstream media finally discarded their presumptions and stigmas against permanent makeup was because microblading allowed even the toughest contenders of permanent cosmetics to see the many benefits it can offer.

Click [here](#) to read about the benefits of microblading on our blog.

Microblading, unlike regular permanent makeup is considered to be “semi-permanent.” We will address the terms “permanent” and “semi-permanent” later on, but the industry norm is microblading will fade with time and can last up to 3 years.

THE UNFORTUNATE CASE OF “URSULA EYEBROWS”

Another thing that new enthusiasts rave about is how natural microblading looks.

Most people assume the natural look is exclusive to microblading, but technicians have been achieving it for decades by using the hair stroke technique in permanent makeup.

The impermanence and natural look of microblading shattered people’s preconceptions about permanent makeup, or “face tattoos.”

To those unfamiliar with it, the term “permanent makeup” stirred images of shapiesque eyebrows with cartoonish arches reminiscent of Ursula, the villain from the Little Mermaid.

No one wants to look like Ursula, and while there may be a few Ursulas going around the world with their unfortunate makeup, they are the exception, not the rule.

Permanent makeup done by a professional is intended to look natural and enhance someone’s features in a subtle way.

The great examples of beautiful permanent makeup far outnumber the worst case scenarios.

PERMANENT MAKEUP & MICROBLADING

The massive attention the term “microblading” has recently received has created a bit of confusion about classic permanent makeup and the new technique.

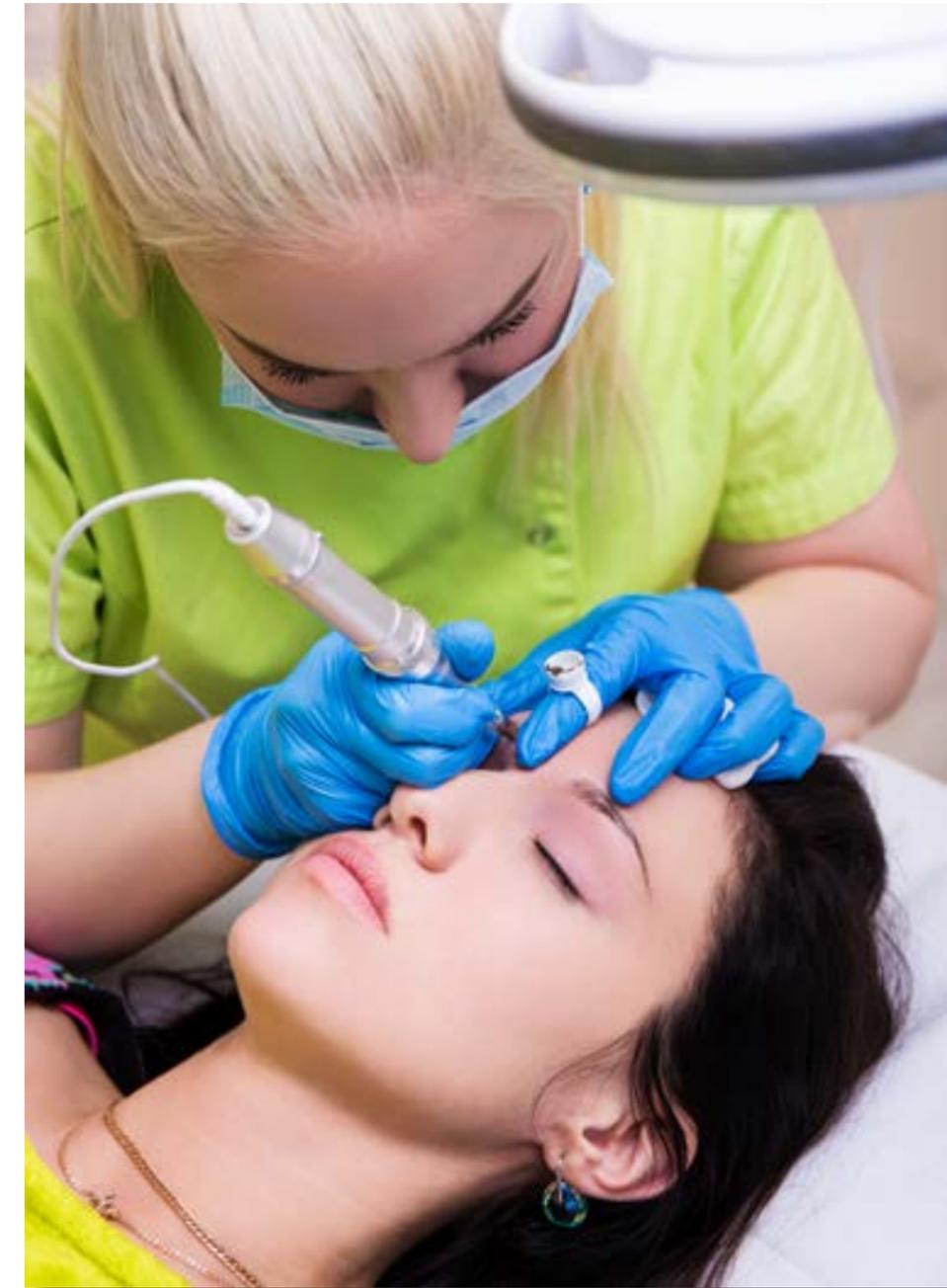
We have often heard people refer to any eyebrow permanent makeup as microblading, so let’s set the record straight so you know exactly what to expect.

MICROBLADING:

- Is done with a hand tool that does not require electricity
- The hand tool is controlled by the technician’s pressure
- The hand tool deposits pigment under the skin by creating superficial scrapes
- The blade is a set of tiny needles in an angle, dipped in pigment to create the design
- The amount of pigment inserted under the skin is small
- Usually requires more than one session

Did You Know?

The reason microblading doesn’t last as much as permanent makeup is because the microblading hand tool deposits far less pigment than a permanent makeup machine.



PERMANENT MAKEUP

Notice the picture in the previous page. Can you tell if the technician is doing permanent makeup or microblading?

The technician is doing permanent makeup.

- Permanent makeup uses an electrically powered machine similar to the ones used by artistic tattoo artists
- The machine consists of only one needle that inserts pigment under the skin
- Permanent makeup deposits more pigment under the skin than the microblading technique
- Permanent makeup usually lasts longer than microblading and may not require a touch up for years after the original procedure
- The “hair stroke” technique is often used in permanent makeup to create a natural look, achieving results that look as natural as microblading.

ABOUT DURATION

Most microblading technicians will say microblading is a “semi-permanent” procedure because it can last up to 3 years.

It’s hard to say exactly how long it will last, though, because everyone has different skin types and many outside factors can influence the wear and tear of the procedure over time.

However, the industry standard is that microblading will fade in a few years, whereas permanent make-up tends to last longer; how much longer depends on the person.

DECIDE WHAT TECHNIQUE YOU WANT

Now that you know the difference between microblading and permanent makeup, you will have to choose which of the two suits you better.

We cover the two techniques in this guide because they are both very similar, with the biggest difference being duration.

Our advice: If you are new to permanent cosmetics, consider starting with microblading. That way, you get a chance to get used to the idea without the long-term commitment.

If you want your makeup to look almost undetectable because of how natural it looks, microblading is a good fit, but remember that permanent makeup can achieve very similar results and will last longer.

COST

Being cautious with your money is very good, but with permanent procedures such as these it is NEVER wise to be frugal.

Microblading is usually not cheap: it can range anywhere between \$300 – \$1,600 USD, depending on your location and the technician's experience.

Do not be a victim of someone who only wants to make a few quick bucks, not with your face or your health.

You are getting a procedure that, while it may look superficial, uses needles to break the skin and requires a certain hygienic protocol to be followed.

If an unscrupulous individual recycles needles to do his work, it could lead to infectious diseases being passed from person to person.

Do not take these considerations lightly. Permanent cosmetics is a commodity that not everyone can afford, but if you have decided to invest in microblading or other permanent makeup, make sure price is not the defining factor on choosing a technician to perform your procedure.

POSSIBLE RISKS

All cosmetic procedures have associated risks and microblading and permanent cosmetics are not the exception.

You can reduce the possibility of risks by choosing a permanent cosmetics professional who is licensed and insured to practice in your state, whom you have thoroughly vetted, and by following the aftercare recommendations she provides.

The good news is, most of these are totally avoidable, if you take precautions.

These are some of the possible risks:

INFECTION

The most common and serious risk with permanent cosmetics is transmission of infectious diseases like HIV, hepatitis, and skin infections caused by bacteria like *Staphylococcus aureus*, among others.

The use of unsterile needles or equipment is the number one culprit for transmission of contagious diseases.

You should ensure you get your procedure at a reputable establishment that complies with state regulations in order to minimize risk of infection.

Make sure you see the technician opening sterile equipment before they start your procedure.

REMOVAL

Removal is not much of an issue with microblading, given that it generally fades within the first few years.

However, permanent makeup generally lasts longer in most people. This is why it is crucial that you do not skimp on getting permanent makeup. It is a tattoo that will go on your face.

Permanent makeup is meant to look natural and enhance your features in a subtle way, but cheap permanent makeup can only go awry.

A cheap procedure might be cheap because they are using regular tattoo ink and not pigments specifically made for permanent makeup, which are easier to remove or alter than regular tattoo ink.

ALLERGIC REACTIONS

A person can develop an allergic reaction to nearly anything, but reactions to organic pigments are considered extremely rare.

You can ask your technician what sort of pigments they use and how they ensure their clients are not allergic.

If you tend to have allergies, you can do a test before the procedure with the technician to see how your skin reacts to some pigment.

CHOOSING A TECHNICIAN

It is crucial that you do ample research on the person who will perform your microblading.

You are entrusting your face and your wellbeing to this person, so it needs to be someone you trust will do a good job.

YOUR TECHNICIAN'S BACKGROUND

The first thing you will want to know about your technician is obviously, their qualifications.

Usually, microblading or permanent makeup artists are cosmetologists or estheticians who have branched out into permanent cosmetics, some are even doctors or dermatologists. However, there are no fixed requirements to perform permanent makeup in the United States, as all of these are dictated by the state in which the technician is practicing.

Some states require a cosmetologist or esthetician license in order to practice and others don't require any training or certifications at all.

To better understand the state requirements your technician needs to comply with, check out the [list of state requirements](#) on our blog.

The most common requirement in most states for technicians is that they pass a blood-borne pathogens and communicable diseases course, which instructs on the different types of communicable diseases and how to prevent transmission in a tattoo setting.

TRAINING

You should feel free to ask your technician to tell you about her training and experience.

Most technicians have done courses on the technique, ranging from a couple of days to several months.

Some states require a certain amount of hours of apprenticeship before issuing a license, but again, it all depends on the state.

Technicians know how important their qualifications are to their future clients, so often they will display them on their website or at their place of work. You should always ask a technician you are considering for her qualifications. If the technician isn't very open to sharing diplomas and certifications with you, it is not a good sign.

PORTFOLIO

It is also common for technicians to display pictures of their work. Before and after shots are often published on the technician's website or social media.

Seeing the technician's portfolio will allow you to know how she works, and if you like her style.

INDUSTRY ACCREDITATIONS

There are two major industry associations in the United States pertaining to permanent makeup:

- The Society of Permanent Cosmetic Professionals
- The American Academy of Micropigmentation

If the technician you are considering belongs to any of these associations, she will likely display a stamp on her website or place of work.

These associations have high standards for anyone who wants to be a member and the stamp should be interpreted as their sign of approval that the technician is a professional who complies with their standards.

While these accreditations are always nice to have, they are not necessary in order to practice and you shouldn't disqualify a technician if she doesn't have them. Many excellent technicians are not members, and it doesn't mean their skill is any less than those who are.

THE INTERNET SPEAKS

The internet is a very good business resource, and technicians know this. When you find a technician you like, google her name. If the technician owns or works at a certain establishment, sites like Yelp or Google will often display reviews of former clients. Knowing what former clients have to say about the technician will give you a good idea of how she works and if you should choose her or not.

BOOKING A CONSULTATION

It is a good idea for you to book a consultation with a technician you are considering.

This will give you a chance to meet the technician, inspect their place of work and decide if you feel comfortable in her hands with no strings attached.

Consultations may have a fee, usually ranging between \$30-\$60 USD.

Paying this is only fair, as you are taking up the technician's time. Some places may deduct this fee from the final price.

Usually, at the consultation, your technician will introduce herself and talk to you about your options.

She may use an eyebrow pencil to make an initial design and may even pluck your eyebrows for an enhanced effect.

Keep in mind, though, that it's hard to get a real idea of how natural the microblading will look once it's done, as eyebrow pencils can't replicate the hair stroke technique.



However, the penciling in will help you get an idea of the overall shape of your new brows and of how they will frame your face.

The technician should advise you on what colors work best with your skin tone and hair color, what shape suits your face best and answer all of your questions and concerns during the consultation.

The technician should not rush this part, as it is an important part of the procedure. Most technicians allow for an entire hour before the procedure begins for the consultation.

If you feel you are being rushed or not taken seriously, consider finding another technician who is more understanding and patient with your concerns.

If you are getting the microblading following your consultation, your technician will probably numb the area before starting the consultation part so that it is completely numb by the time you are done.

Topical ointment is the industry standard and it works very well. You should not let your technician inject anesthesia, as this is not usually done.

THE PROCEDURE

After you and your technician agree on the design and if the area is completely numb, the microblading magic will begin.

Relax, it won't hurt, but you will feel the scrapes as they are being done on the brow area.

How long this part takes depends on how much area there is to work on, so it's hard to say. Remember, microblading is a meticulous process and you don't want to rush perfection!

During this stage of the process, the technician is using the hand tool to dip the needle in the pigment and create the hair like strokes on the brow.

Once this part is done the whole procedure is over and here's the best news: you can start taking selfies of those new brows almost immediately!

The difference will be immediately noticeable, but for best results you will have to let it heal for about a month. We recommend taking pictures every few days so you can see how the healing process carries out.



AFTERCARE

Your technician will give you her aftercare tips that you should follow if you want to get the best out of your investment and help your brows heal to perfection.

Some initial swelling and redness is common right after the procedure.

Here are some of the most common recommendations:

- Do not wet. Water may absorb the pigment in the skin and create an uneven texture.
- Avoid Sweating. Sweat might absorb the pigment and leave a patchy texture.
- If scabs form, do not pull out.
- Avoid direct sun. No tanning or tanning beds. Wear a hat outdoors and once the area has completely healed, use sunblock to ensure longer lasting results.
- Avoid heat. No saunas.
- Do not apply makeup or creams on brow area.
- Avoid sleeping on your face.
- Moisturize the area by using the ointment your technician recommends. If there is no specific ointment, vaseline will do. To clean, simply pat away with a clean towel. Do not rub.

ENJOY YOUR NEW EYEBROWS!

Getting microblading or permanent makeup is a process that should be taken very seriously.

After all, your face is by far the most public part of your body and the first thing everyone will notice about you when they first meet you.

Eyebrows are the most striking feature of your face, so it's important that you do enough research during your documentation stage.

It is up to you to make this a beautiful and simple process that will make you love your brows in the end.

Thank you for letting us help you in learning all you can about microblading and permanent make-up.

We hope this guide has been helpful in teaching you everything you need to know before you microblade.

THANKS ARE IN ORDER

Thank you for joining our Microblading Hub community, a place for microblading enthusiasts and professionals.

Did you love our guide? Please feel free to spread the word about Microblading Hub with your friends and family! Invite them to join our newsletter as you have. It's the best way to keep up with all our new content.

Do you want to become a microblading specialist?

Check out our guide on [how to become a microblading/permanent makeup artist](#) on our blog and stay tuned to our newsletter for more on how to pick the best training program, interviews with industry leaders, the best strategies to attract more customers, creative marketing tips and much, much more.