



BEAUTY IS PERSONAL

Your Brow Babe Era

Brows. Lips. Eyes. And the delicious feeling of looking in the mirror and loving what you see.

Hey, gorgeous.



If you have ever admired someone's brows, saved a lip-blush photo, or wished your liner could survive a long day—hi. This is for you.

I know putting your face in someone else's hands is personal. You should feel informed, heard, and excited—not rushed into a trend.

This era is about you.

The goal is not to look like someone else. It is a little less getting ready, a little more feeling yourself, and results designed for the woman you already are.

Chare'e Marniece / Founder & PMU artist since 2016

Wake up. Show up.
Feel like you.



The best beauty work
doesn't announce itself.

It simply feels right. A softly balanced brow. A lip tone that makes you feel fresh. Eyes with subtle definition. Your features, thoughtfully enhanced.

Your brows, but better.

Permanent brow makeup uses pigment placed in the skin to create shape, softness and definition. It can visually fill sparse areas and simplify your daily routine.



THE BEAUTIFUL PART

Your finish can be soft or more defined. Pigment is selected for your skin tone, undertone, natural brow hair and personal style.

We always start lighter and build gradually. It's easier to add color at your perfecting session than it is to take it away.

Pigment may fade and change over time; it is not guaranteed to disappear completely.

No template. No trend. Just your face.



BARELY THERE

DEFINED + POLISHED

Google can make brow shopping confusing. Microshading, ombré, nano, powder... so many names! They all describe tattooed brows. The difference is the technique and the finish.

You don't have to figure out which one to choose. That's my job—to read between the lines, understand the look you want, and choose what works best for your skin, natural brow hair and features.

At The Brow Babes, we use machine shading, never manual microblading.

A little color. A lot of confidence.



Lip blush places pigment into the lips to enhance their visible tone and definition. The finish can be a subtle wash of color—not automatically a lipstick look.

REAL TALK

It does not add physical volume or guarantee perfect color correction. Natural lip tone, skin, healing, and pigment history all matter. Color looks more intense right after treatment than once healed.

Fresh isn't finished.

Brows and lips can look bolder immediately after a session. Healing is a process, not a straight line—and everyone's skin responds differently.



01 FIRST DAYS

Color often appears deeper or brighter. Some tenderness and swelling can occur, especially on lips.

02 EARLY HEALING

Dryness, flaking or uneven-looking color may appear. Picking can interfere with healing.

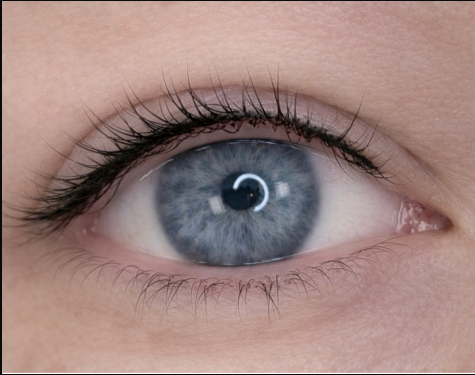
03 SETTLING

Color softens and can look patchy while the skin continues to recover.

04 THE HEALED REVIEW

Around 6–8 weeks, assess the result and whether perfecting is appropriate.

Eyes that do the talking.



LASH-LINE DEFINITION

A LITTLE WING

From barely-there lash enhancement to a more noticeable liner, a custom design can add definition without drawing it on every morning.



Options may include upper lash enhancement, classic liner, a subtle wing or lower-lash definition. Suitability depends on your eyes, skin and desired look.

Ask about healing, the sensitivity of the eye area, and aftercare before deciding.

Let's talk about it.

“Will it look too dark?”

Fresh pigment is often stronger. Healed photos are more useful than first-day photos.

“Will it hurt?”

Sensation varies by person and treatment. We'll discuss what to expect honestly.

“Will my brows match perfectly?”

Your face isn't perfectly symmetrical. Beautiful balance matters more than identical twins.

“What if I have old PMU?”

Previous pigment needs an assessment. A cover-up is not always the best or safest option.

“What about trends?”

Your features and preferences should lead the design—not a viral photo.

Choose your artist with your eyes open.

Pretty pictures are lovely. Informed choices are better. Before you book, ask:

- ☐ Can I see healed results—not only fresh work?
- ☐ Do you have experience with my skin tone and type?
- ☐ How many certifications do you hold?
- ☐ What can the treatment realistically change—and not change?
- ☐ How do you handle previous permanent makeup?
- ☐ What does the price include, including perfecting?

A GOOD ARTIST WELCOMES GOOD QUESTIONS.

Personal from hello.



- 01 We talk about your look, lifestyle and questions.
- 02 We assess, design and map with your features in mind.
- 03 We perform the customized treatment and explain aftercare.
- 04 We review healing, with perfecting around 6–8 weeks when appropriate.



THE NEXT CHAPTER LOOKS GOOD ON YOU

Come as you are. Leave feeling yourself.

Curious but not ready to book? Start with a complimentary 15-minute virtual or in-person consultation. We can talk through brows, lips or eyeliner—no pressure, no homework.

[THEBROWBABES.COM](https://thebrowbabes.com)

502-906-6088 · @thebrowbabe.charee

1448 Gardiner Lane · Louisville, KY 40213