
WARNING
BeforeYou Book Brows
Read this first...
MARY SPENCE

I know exactly why you are reading this.

That's right - I get it.
You're either here out of curiosity, or because something's holding you back.

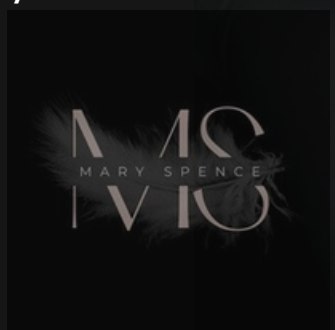
I know at least half of you reading this will relate to the statements below — and honestly, these feelings are completely valid:

- "I'm worried my new brows won't suit me."
- "I'm scared they won't look natural."
- "I just don't want my brows to look too heavy or harsh."
- "What if I waste my money?"
- "I'm nervous it'll hurt."

You're not alone — so many people feel the same way before taking the leap

Sound familiar? I've been there. I cancelled a whole week of work after getting my brows done for the first time — panicking they wouldn't suit me and fearing judgment. But in reality no one noticed. A few people said I looked "really fresh." Months later I told my partner I was thinking about getting them tattooed and he said "your brows are naturally beautiful — you don't need them done!"

The best part? I'd already had them done.



Brow Tattooing Isn't What You Think It Is

So, what's the point?
If your brows are done well, those worries about judgment, pain, or not suiting you can disappear.

You might be thinking "but what you see as beautiful might not be what I do."

And that's exactly why you're here reading this.

Because it's not just about a treatment.

As humans we're wired to seek acceptance — to feel content in the world around us. And while our lives may look different we all share the same deep desire - to feel beautiful.

That feeling doesn't come from a treatment alone.

Our job isn't simply to give you brows. It's to understand why you walked through our doors and help guide you to something that gives you that feeling you're truly seeking.

We want you to leave not just looking great but feeling more confident, more positive, and more you.

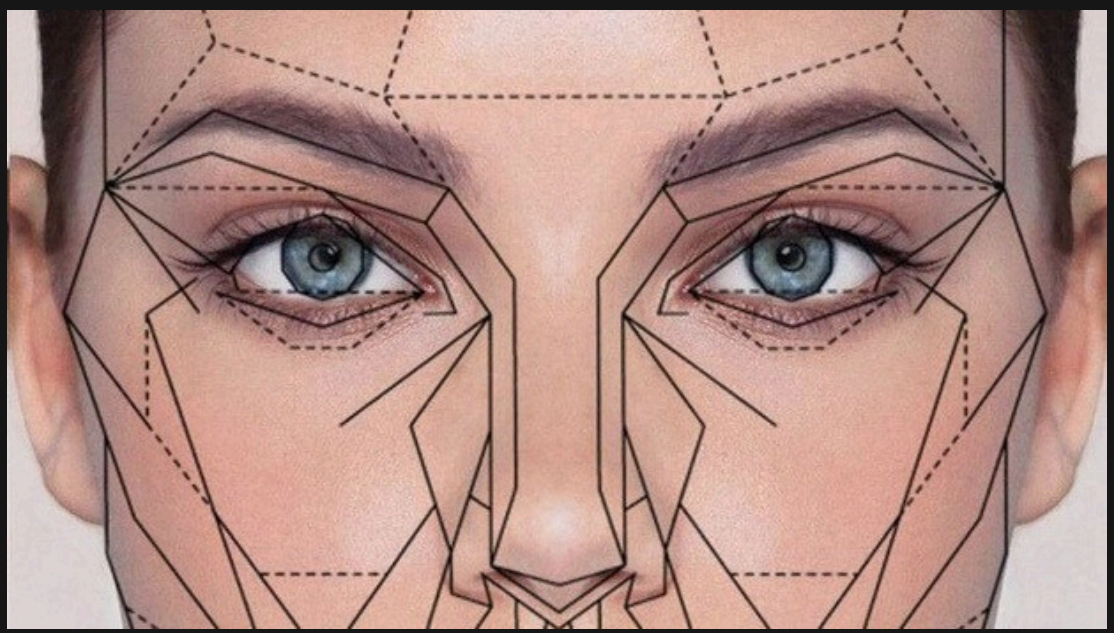
The Truth About ‘Good’ Brows (It’s Not What You Think)

Our brow design is guided by the golden ratio — a timeless mathematical principle used in art and architecture to create perfect proportions.

By applying it to your unique facial structure we design brows that are beautifully balanced, natural, and tailored to you.

This isn’t about following fleeting trends, it’s about creating brows tha enhance your features with elegance and precision, now and for years to come.

No guesswork. Just expert design, rooted in the science of beauty.



What are Hyperrealism Brows?



If you've been researching brow tattooing you've likely seen terms like microblading, nano strokes, or hair strokes all techniques for implanting pigment into the skin.

Hyperrealism Brows however is a style of its own. Inspired by hyperrealistic art, it mimics the natural flow and texture of real brow hairs with incredible detail — so lifelike, it's hard to believe it's a tattoo.

Hyperrealism Brows represent the next level in brow tattooing. They look incredibly natural, using specialised pigments from light to dark. Unlike traditional techniques like microblading or powder brows, hyperrealism creates a multidimensional effect that's practically undetectable. The level of detail looks just like a photo of real brows!

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Understanding Brow Techniques. What's the Difference?









Our expertise lies in Hyperrealism Brows, a technique that uses ultra-fine, layered strokes to mimic the natural flow of real hair. It's incredibly soft, realistic, and ideal for those seeking subtle, undetectable enhancement. Our focus is always on creating brows that are tailored, timeless, and truly you.

But we know that every face (and preference) is different — and finding the right technique for you is key. So, to help you make an informed decision, here's a simple breakdown of the other popular brow styles and what sets them apart.

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Microblading

• How It's Done
Uses a blade to create fine incisions in the skin, depositing pigment.

• Pros:
Quick procedure and easier for beginner artists to learn.

• Cons: Can cause bleeding and skin trauma, with a risk of scarring over time. Hair strokes can't overlap, so results may look uniform or unnatural.

• Limitations:
Best suited for young, normal skin types. Over time, strokes may blur or blend together, often healing like powder brows.

Can only be done a limited number of times before scarring becomes a concern.



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Powder Brows Ombre

• How It's Done

Uses a light dusting of pigment to create a soft, powdered makeup effect.

• Pros

Gentle on the skin, heals with a soft look and long-term results. Suitable for most skin types and ages.

• Cons

Not ideal for clients with alopecia or for men.

• Appearance - creates a more defined, makeup-like look. Can look super soft and beautiful when healed, a fabulous alternative when skin presents challenges.



Hyperrealism Brows

Hyperrealism Brows use an electric tattoo device to create ultra-fine, layered strokes in varying shades from light to dark. This technique mimics the natural direction, depth, and fullness of real eyebrow hairs, resulting in a soft, realistic finish. Ideal for those who want fuller-looking brows without a heavy or obvious makeup effect.

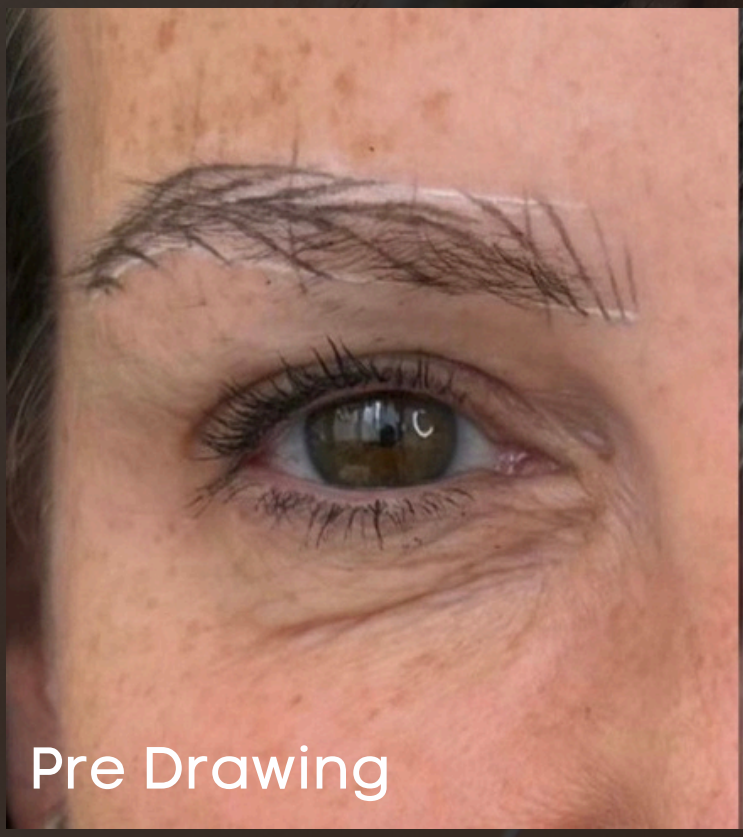
- How it's done
  Created using an electric tattoo machine to replicate natural hair strokes.

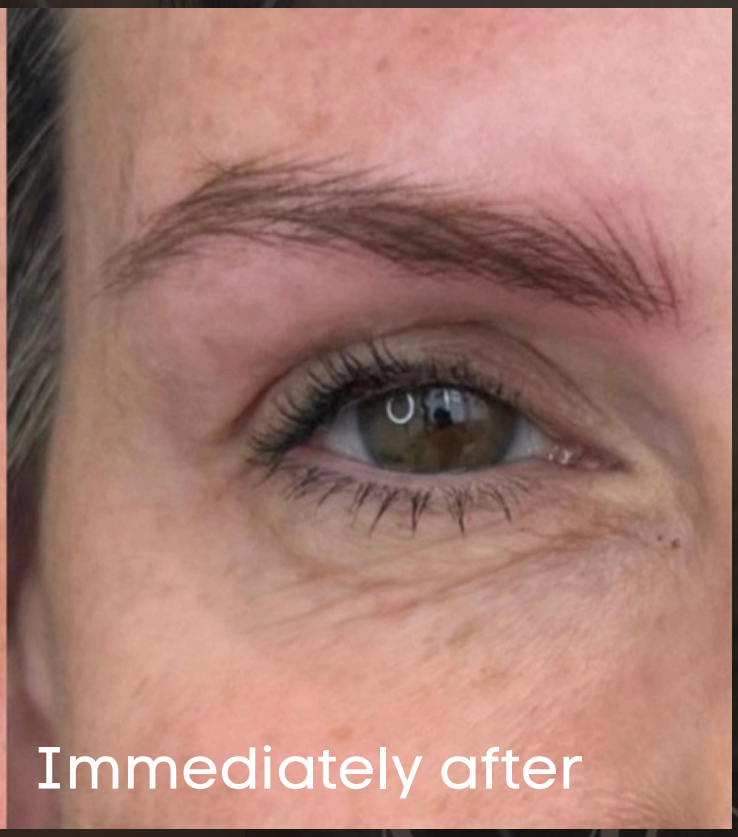
  Pros:
- Offers a highly realistic, customisable result. Suitable for most healthy skin types and all ages.

- Cons:
  Takes more time to perform and requires an experienced, skilled artist.

  Best For
- Clients seeking a natural look, those with alopecia, or anyone who wears minimal makeup.

Subheading



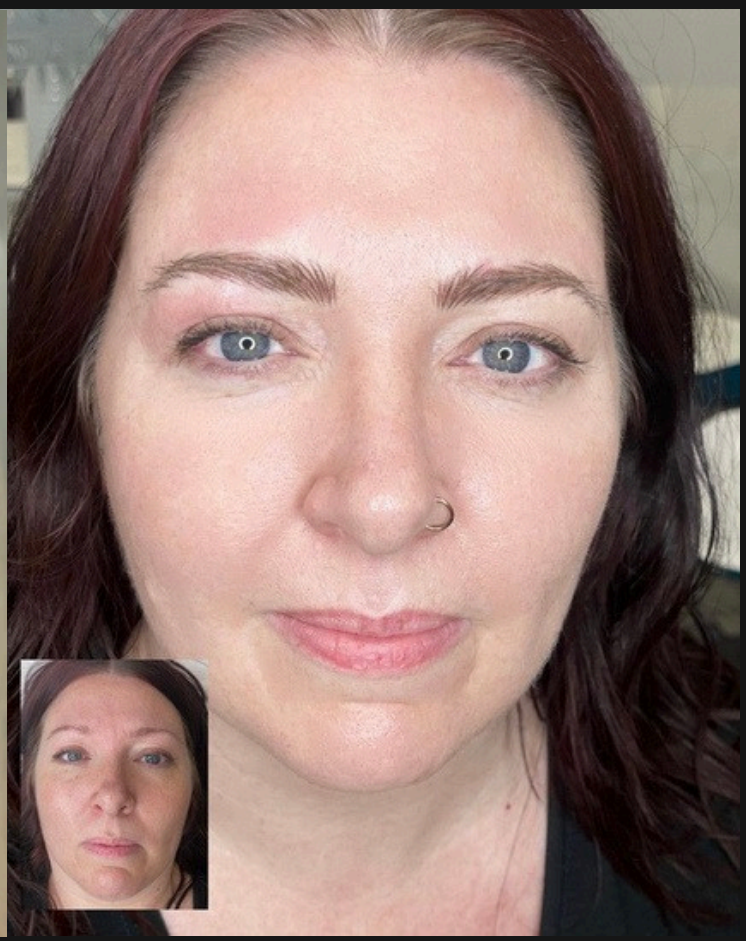


Hyperrealism Brows









Let's Clear a Few Things Up

Does it hurt? Pain is minimal, most clients describe it as a light scratch, rating it just 2–3 out of 10. A numbing liquid is applied throughout the treatment, so discomfort fades quickly once we begin.

Some redness and mild swelling is normal, but you can return to everyday life straight after. We just suggest avoiding important events the same day.

What if I don't like them? In the rare case you're unhappy, the brows can be removed. We only use EU-approved iron oxide pigments, making the procedure safe, gentle, and fully reversible. Say goodbye to harsh, permanent brows that's old news.

Is it worth the money? Absolutely — and here's why. Hyperrealism Brows aren't just a treatment, they're an investment in your confidence, convenience, and natural beauty. You wake up every day with brows that are perfectly shaped, effortlessly realistic, and completely tailored to you, no daily filling in, no smudging, no second-guessing.

Think about what you already spend on brow appointments, tints, pencils, and gels not to mention the time. Hyperrealism Brows give you long-lasting results that actually save you money (and effort) in the long run.

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Am I suitable?

Hyperrealism Brows are considered the gentlest, safest, and most natural brow tattoo technique in the industry making it especially suitable for men and even younger clients.

Who It's Ideal For

This technique is highly beneficial for individuals with:

- Alopecia
- Trichotillomania
- No brow hair, or very fine/sparse hair
- Those in remission from chemotherapy or radiation (doctor's consent required)
- Men, as it delivers undetectable, natural-looking results
- Clients aged 65 and over, with thin, delicate facial skin
- Immunocompromised individuals (with medical guidance)

Not Suitable For

Some clients may not be eligible for Hyperrealism Brows, including those with:

- A history of keloid scarring
- Dermatitis, eczema, or psoriasis in the brow area
- Moles or raised lesions in the treatment area (we cannot tattoo over them)
- Ulerythema Ophryogenes, a hypersensitive skin condition



In case you scrolled to the bottom!

We're Not Here to Change You - Just Enhance What's Already Beautiful

Our goal isn't to give you brows that look obvious or unnatural. It's to enhance your natural features and bring out the best version of you.

Many of our clients share that after their treatment, friends can't quite tell what's changed they just say they look amazing. And that's exactly the result we aim for, subtle, seamless, and naturally beautiful.

Why the Golden Ratio Matters

Studies have shown that faces closest to the golden ratio are perceived as more attractive. By using this timeless principle in our brow design, we help restore facial balance in a way that is:

- Scientifically proven to enhance natural beauty measurable and consistent, so you stay within natural aesthetic boundaries
- Supportive of your emotional wellbeing and confidence — you'll feel more beautiful, and your results will feel right in any social setting.

Our Promise to You

- We design for objective beauty, not passing trends
- We always consider your physical and psychological health
- We're mindful of the social impact, how your brows make you feel, and how they're perceived by others

Lots of love

Mary Spence x