



HELYX HYBRID

STUDENT MANUAL



HELYX HYBRID



CONTENTS

UNIT 1

1.1 INTRODUCTION.....	5
1.2 COPYRIGHT.....	6
1.3 HISTORY.....	7
1.4 HAIR ANATOMY.....	8
1.5 SKIN ANATOMY.....	11

UNIT 2 SAFETY, HYGIENE & SANITATION

2.1 HYGIENE & SANITATION.....	13
2.2 INSURANCE.....	17
2.3 ORGANISATIONAL POLICIES & PROCEDURES	18

UNIT 3 CONTRAINDICATIONS

3.1 WHAT IS A CONTRAINDICATION?.....	19
3.2 CONTRAINDICATIONS FOR EYEBROW TREATMENTS.....	19
3.3 REACTIONS.....	21
3.4 PATCH TESTING.....	22

UNIT 4 CONSULTATION

4.1 CONSULTATION.....	23
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UNIT 5 HELYX HYBRID DYE PRODUCTS

5.1 PRODUCTS USED.....	27
5.2 COLOURS EXPLAINED AND COLOUR THEORY.....	27
5.3 SKIN UNDERTONES.....	35
5.4 UNDERSTANDING HYBRID DYES.....	37
5.5 UNDERSTANDING INGREDIENTS HELYX HYBRID DYE.....	38
5.6 UNDERSTANDING INGREDIENTS DEVELOPERS.....	38
5.7 TINTS, HENNA VS DYES.....	39
5.8 HELYX HYBRID DYES WITH OTHER TREATMENTS.....	39
5.9 STORAGE OF YOUR PRODUCTS.....	40
5.10 MIXING RATIOS.....	40

UNIT 6 SERVICE PROCEDURES

6.1 DISSECTION OF THE BROW.....	41
6.2 FACE SHAPES FOR CORRECT SHAPING.....	42
6.3 BROW MAPPING.....	44
6.4 HELYX HYBRID DYE PROCEDURE.....	46
6.5 AFTERCARE.....	50

UNIT 7 MARKETING AND PRICING

7.1 PRICING AND INCOME POTENTIAL.....	51
7.2 BUILDING YOUR CLIENT BASE.....	52
7.3 CLIENT LOYALTY.....	53

UNIT 8 BONUS STYLING TECHNIQUES

8.1 BROW CORRECTION.....	54
8.2 MALE CLIENTS.....	54
8.3 CRISP OUTLINES.....	55
8.4 AIRBRUSHING.....	55



WELCOME TO ELLEEBANA

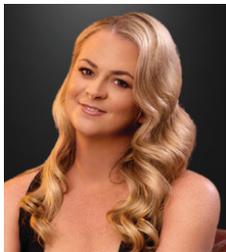
The brand Elleebana is an Australian Indigenous word for Peace, Tranquillity and Beauty and is unique both in the spelling of the word and the quality of the results that are achievable using it.

Our Elleebana logo is a tree that is firmly planted with years of growth to create its strong and unfaltering foundations. Just like a family tree the Elleebana branches reach out all around the globe to our international distribution network, which forms a part of our international and ever growing family. You will notice that the top of the tree where the leaves are in a circle shape to represent the world and our global reach.

Family means you belong, you are supported, appreciated and welcomed. **Welcome to the Elleebana family.**



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AUSTRALIA'S MASTER EDUCATORS

The team of Australian Elleebana Master Educators have been handpicked for their eye for detail, attention to perfection and their contributions to the industry both in Australia and worldwide through the delivery of lash conferences, blogs, articles, technical and customer support and speaking at some of Australia's leading conferences. TAE certified, and award winning, our dedicated team work together with their students and guide them carefully to achieve beautiful results for their customers.

HEAD OFFICE TEAM

Our marketing, accounts, administration, workshop coordinators, manufacturing and dispatch team are the backbone of the operation and work tirelessly to offer assistance, guidance and support to our stockists and salons worldwide. There is a technical support line option as well as a sales option available to you should you call through to the office.

LASHES AND BROWS ARE IN ELLEEBANA'S DNA

They have been for 3 decades as of 2025, so it's a very natural inclusion for us to add to our existing offerings; a Hybrid Dye system. Helyx Hybrid Dye is officially here. The word "Helix" refers to a twisted coil of proteins found in all living beings. Our DNA, structured as a double-helix, dictates the proteins our body produces for life. Since hair is made up of proteins, at Elleebana, we believe that the products we apply should also support hair health — because caring for lash and brow hair is in our DNA.

WHY LASH AND BROW ARTISTS WILL LOVE HELYX HYBRID DYE

A hybrid colour dye system that offers colour penetration into the hair cortex giving long lasting colour results on the hair in the same way a permanent tint would, but with the added benefit of skin staining effect. Skin stain provides a visual shade or tone of colour on the skin in areas where hair might be minimal or shape is lacking. Allowing clients to achieve that salon finished look for a longer time frame. Microblading, tattooing and permanent pigments fade or diminish over time and a large client base are looking for a groomed and shaped brow with depth of colour to provide precision and definition to their shape.

MORE THAN JUST A DYE

Helyx Hybrid Dye offers a brilliant alternative to tinting and since hair health has always been our North Star - we've included in our Helyx Hybrid Dyes, KeraVeg 18, a plant-based keratin alternative that nourishes, hydrates, and strengthens hair by up to 21% during a Helyx Hybrid Dye treatment. This unique formula of serine, threonine and arginine are ideal for strengthening brow hairs and restoration post chemical services.

In addition to KeraVeg 18, our formulas are enriched with botanical ingredients that deliver antioxidant protection, promote healthy hair growth, repair and strengthen strands, and provide essential hydration and moisture—all while enhancing the beauty of your brows.

Vegan and No animal testing, of course Helyx Hybrid Dye can be mixed and combined with a developer of either cream consistency or a liquid developer if using airbrushing techniques as we have produced these two options with salons desires in mind.

The absence of waxy emulsifiers in the liquid developer does see the colour penetration into the upper layers of the epidermis to be slightly more significant than the creme developer giving a deeper colour pay off. The Creme Developer works with the dye in a way to make the product easier to manipulate than with the Liquid Developer, especially for beginners. So, both developers were necessary for us to offer.

WELCOME TO THE INNOVATIVE HELYX HYBRID DYE SYSTEM.

This is the next generation of all hybrid colouring systems for brows with the added inclusions and wonderful colour range, we believe you are going to find our product range superior to anything else on the market.



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Trainee Signature: _____

Educator's Signature: _____

**STUDENT
RESOURCES**



YOUR HELYX HYBRID DYE KIT CONTAINS

- Helyx Hybrid Dyes - 7 SHADES
- Helyx Hybrid Creme Developer

In addition to this you will find in your training packs items to perform services such as:

- Helyx Hybrid Dye Training Manual
- Styling tools
- Styling brushes
- Mixing tools
- Supportive digital promotional tools and downloadable documents such as MSDS and Indemnity forms



Today, eyebrows are not just a fast-developing trend, they are a great opportunity for therapists and brow stylists. There are a variety of services aimed at transforming this important facial feature: shaping and colouring eyebrows with a tint, dye or henna, micro blading or eyebrow feathering in cosmetic tattooing, eyebrow lamination, eyebrow make up and now, the new Elleebana Helyx Hybrid dyes.

BROW SHAPING HISTORY

Brow shaping is now a major salon service worldwide, but facial hair grooming dates back millennia. Cave drawings from 10,000 BC show clean-shaven men and neatly trimmed beards. Styles and trends however have evolved dramatically over time.

In Ancient Egypt, beauty rituals were deeply embedded in culture. Hair removal methods included tweezing with seashells, exfoliating with pumice stones, and early waxes made from beeswax and sugar - similar to the sugaring hair removal revival seen in 2017. Eyebrow hair removal also had symbolic significance; for instance, families would shave their brows to mourn the loss of a pet cat.

In Ancient India, shaving was practical—used to stay cool and reduce lice rather than for aesthetics. Queen Elizabeth I made beauty statements by removing her brows entirely, aiming to highlight a noble forehead using ammonia and vinegar-soaked bandages instead of razors.

The 1920s–30s brought dramatic, thin brows in silent films, slicked with Vaseline for shine. This movie star influence shaped public trends and by the 1950s–60s, fuller brows like Elizabeth Taylor's came into fashion, and the wax strip emerged, initially for underarms and legs before becoming a staple in facial hair removal.

Sophia Loren famously shaved her brows and pencilled in a new shape daily. In the 1980s, Brooke Shields' bold, bushy brows led to a 1990s backlash of ultra-thin, over-tweezed brows. The 2000s saw the return of fuller, defined brows.

Modern brow shaping gained momentum with Cara Delevingne's signature brows and grew into a top-requested salon service. The Kardashians popularised sculpted, high-definition arches and sparked a boom in brow makeup, highlighters, and regular grooming. Their stylist, Kelley Baker, became a global name, known for her precision and artistry that elevate brow shaping to a form of facial design.



UNIT 1.4 HAIR ANATOMY

HAIR STRUCTURE

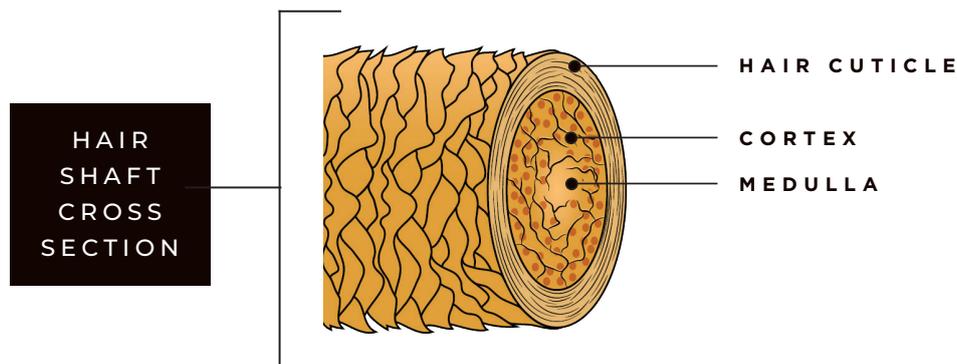
Human hair is composed of a strong structural protein called keratin. This is the same kind of protein that makes up the nails and the outer layer of skin and is used also as a raw material in lash, brow and hair products to support and boost the hair strength.

Each strand of hair consists of three layers:

MEDULLA The innermost layer called medulla is an open and unstructured region of a hair.

CORTEX The inner layer is known as the cortex. The cortex provides strength in both the colour and texture of hair. This region is much more structured and contains melanin which colours the fibres and determines the natural colour of the hair.

CUTICLE The outer layer is known as the cuticle. The cuticle is thin and colourless and serves as a protector of the cortex. The structure of the cuticle is a complex structure with a single molecular layer of lipids that helps to repel water from the hair. The cuticle is not a smooth surface when examined under a microscope and has a bark-like structure that can be raised to deposit colour when using an oxidising agent. Or softened and smoothed when using conditioning and coating agents.



THE EYEBROW HAIR TYPES:

FOLLICLES The Growth Engine - each individual hair is formed inside a hair bulb deep in the hair follicle. The follicle is a tiny but powerful factory. Although some male balding is due to androgenic (male) hormones, there is a growing understanding of the role the follicle plays in other kinds of hair loss (female hair thinning, sparse lashes and brows). A healthy follicle produces nice strong hair.

VELLUS HAIR FOLLICLES Usually less than 0.03mm in diameter these fine or transparent hairs are wispy and cover the most of the body. A normal hair structure is not present in vellus hair with these only having a hair cuticle and a cortex however are absent of a medulla. Vellus hairs do not appear on palms of hands or feet but serve to regulate the body's temperature and help perspiration evaporate from your body. During puberty some of these follicles in particular regions on the body develop to become Terminal Hair Follicles.

TERMINAL HAIR FOLLICLES Stronger, longer and darker in colour, terminal hair often becomes more prevalent on a human body, in particular areas, during puberty and for the remainder of their lives. This change to the follicle is a result of the production of a hormone category, known as androgens. Males have higher levels of androgen production and therefore; present with more terminal hairs than females during puberty. Examples of terminal hair are hair on the head, facial hair, chest, belly and pubic hair, eyelashes and eyebrows.

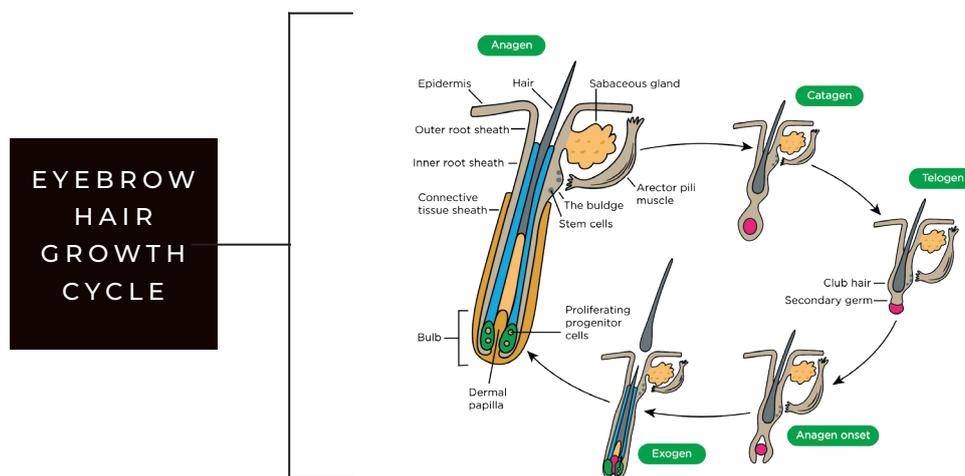
THE EYEBROW HAIR GROWTH CYCLE:

ANAGEN eyebrow hairs are actively attached and receiving blood flow allowing the continued growth of the hair. For an eyebrow hair this phase lasts from 30-45 days.

CATAGEN eyebrow hairs detach from the blood supply and ceases any continued growth in physical length. Instead the blood supply begins to focus on the production of a newer *Anagen* hair, and instead the follicle encourages the *Catagen* hair that has been released to travel up the follicle in preparation of release. This phase lasts roughly 2 - 3 weeks.

The process of the **TELOGEN** phase for eyebrow hairs sees the formation of a new hair (referred to as a club) attached to the blood supply at the base of the follicle and the exiting *Catagen* hair phases towards the release process. This process can last for up to 4 months as it combines with the **EXOGEN** phase and the hair is pushed out further by the newly forming *Anagen* hair.

During these naturally occurring phases of hair growth, a disorder referred to as *Effluvium* can take place at any of these stages. This process is the shedding of hair during a particular stage of growth prematurely. This is more commonly found on the hair on your head though is sometimes noticeable in eyebrows or eyelashes also.



FACTORS AFFECTING HAIR GROWTH

There are many factors that affect hair growth, and each individual's cycle will vary, some of which include:

Genetics: A person's genes will dictate how quickly their hair will grow. Certain genetic conditions can lead to hair loss or thinning.

Gender/Sex: Male hair grows faster than female hair.

Climate/Weather: Hair grows faster in warmer weather.

Age: Hair grows fastest between the ages of 15 and 30, before slowing down. Some follicles stop working altogether as people age. This is why some people get thinner hair or experience balding.

Nutrition: Good nutrition is essential for the growth and maintenance of healthy hair.

Stress: Stress can disrupt or inhibit hair growth or lead to hair loss.

Hormonal Changes: imbalances of hormones can affect hair growth or lead to hair loss.

Medications: Similar to nutrition, what is being ingested into the body may affect the health of the hair on the body.

UNIT 1.4 HAIR ANATOMY

THE AGEING PROCESS OF HAIR:

As people age, their ability to produce the same amounts of required hormones and enzymes to produce adequate hair growth (or that similar to when they were younger) diminishes. Not only do our bodies age, so too does our hair production and the quality of the hair being produced diminishes also.

An interesting fact that scientists have found is that ageing of hair occurs not only with chronological ageing of a human but equally as a result of genetics, stress, diet, overall health, lifestyle and exposure to chemicals.

Ageing follicles which produce less of the hormones and enzymes required also begin to produce less melanin. Melanin is the substance that gives hair its colour which leads to the hair turning a variety of shades of grey before eventually becoming completely white.

Often the rate and amount of colour loss will be determined by heredity and other factors. While this is often more noticeable on the head first, facial and body hair may also turn grey, though usually at a slower rate than that it does on the head.

The visual change in colour is the obvious factor but with closer inspection the hair will also become finer and thinner as it ages. The hairs will also grow more slowly and at some point, the follicles can stop producing hair entirely.

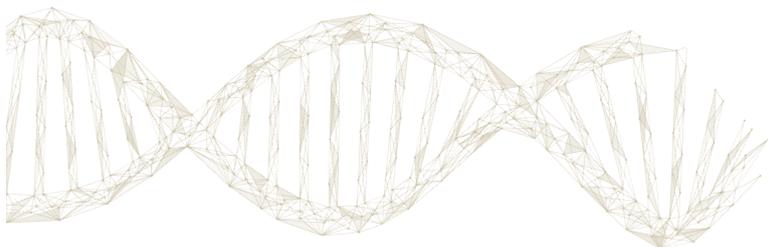
SUPPLEMENTS AND GROWTH SERUMS:

Nutritional supplements, specialty foods and exercise are promoted as remedies for ageing hair. Tonics and hair restorative creams and lotions are sold around the globe to promote regrowth or longer growth of hair or eyelashes.

As the body is the main source of the required hormones and enzymes to grow hairs, using supplements and serums cannot replace these stores that the body requires, it only masks the production. Cessation of the serum or no longer taking the supplement will see the hair completely released from the blood supply again and with no further stores of the hormones and enzymes, the hair most likely will return to its natural capacity/length or thickness.

Nourishment and care for hair and eyebrows while they are healthy, as well as maintaining a nutritional diet, applying suitable products to the hairs, and using products that are safe for both the skin and the hair, is the best way to care for the hairs that you have.

A “brow boot camp” program (combining correct styling, vitamins and minerals with a healthy diet and nourishing/growth boosting products applied daily) can be initiated for some clients who have under grown or over styled their eyebrows. However, the time needed for an extensive boot camp program to grow back an eyebrow to a desired shape can take months and clients do need to be committed. Client brow hair growth assessments will determine if the ageing process of the hair has begun in earnest or if the hair that has been removed is still healthy and will return if given the time and with the use of supplements and growth serums.



UNIT 1.5 SKIN ANATOMY



The skin is the body's largest organ, covering the entire body and protecting your internal organs from the elements, viruses and bacteria. Our skin is exposed to sun damage, daily elements and free radicals. Our skin acts to protect our internal organs but also aids to:

- **Regulate the body temperature**
- **Stores water and fat and prevents water loss**
- **Is covered with nerve endings and is a sensory organ for touch**
- **Assists in absorption and excretion**

Throughout the body, the skin's features differ in a variety of ways such as the thickness, colour, and texture.

Various locations on our body will feature more hair follicles than other locations and the skin thickness alters also by location, such as the soles of the feet and palms of the hands are much thicker than your face or chest.

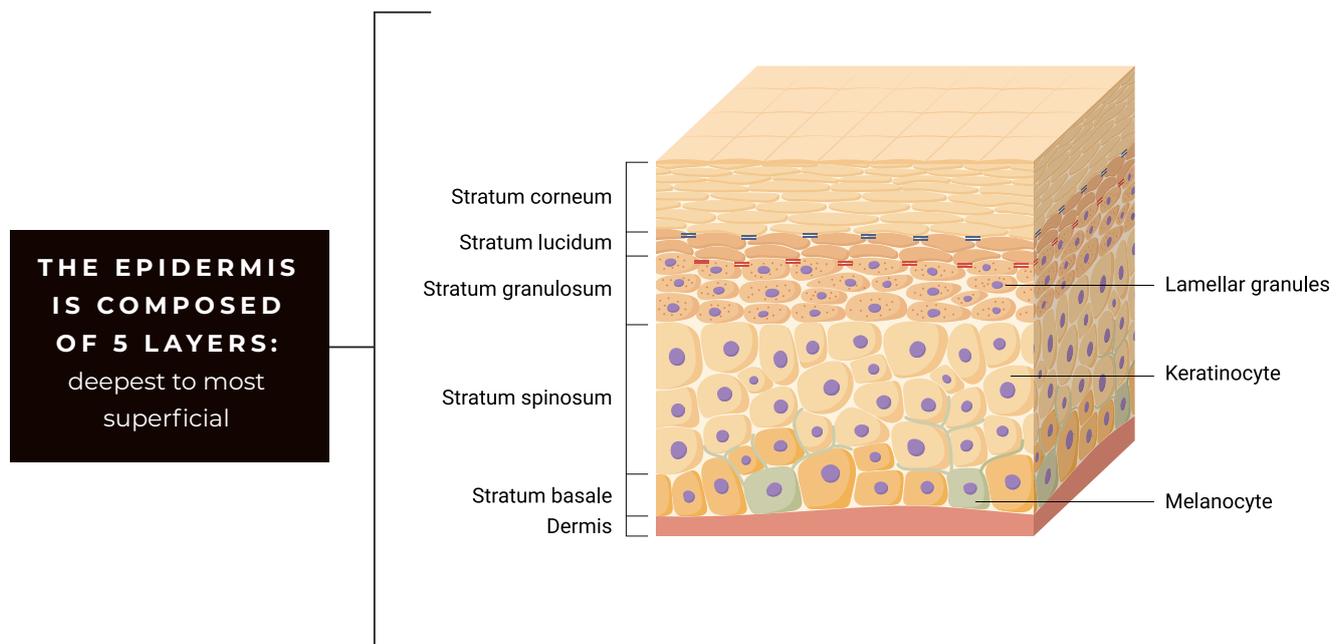
Skin naturally exfoliates itself and produces sebum daily. More sebum can be produced on the face than other areas.

The skin is made up of the following layers, with each layer performing specific functions:

- **Epidermis**
- **Dermis**

There is also a deeper subcutaneous layer known as the hypodermis which is made up of adipose fatty tissue and connective tissues.

The epidermis works to keep pathogens from entering the body and regulates body temperature, but it is also the outermost layer of cells that make up what we call our skin. It acts as a waterproof barrier to the other layers below it and is where our skin tone is obvious.



UNIT 1.5 SKIN ANATOMY

STRATUM BASALE this layer is where the skin's most important cells, called keratinocytes, are formed before moving up to the surface of the epidermis and being shed into the environment as dead skin cells. This layer also contains melanocytes, the cells that are largely responsible for determining the colour of our skin and protecting our skin from the harmful effects of ultraviolet (UV) radiation from the sun. These harmful effects include sunburn in the short term or premature ageing and skin cancer cells in the long term.

STRATUM SPINOSUM this layer gives the skin strength as well as flexibility.

STRATUM GRANULOSUM this is the layer where part of keratin production occurs. Keratin is a protein that forms the main component of the skin.

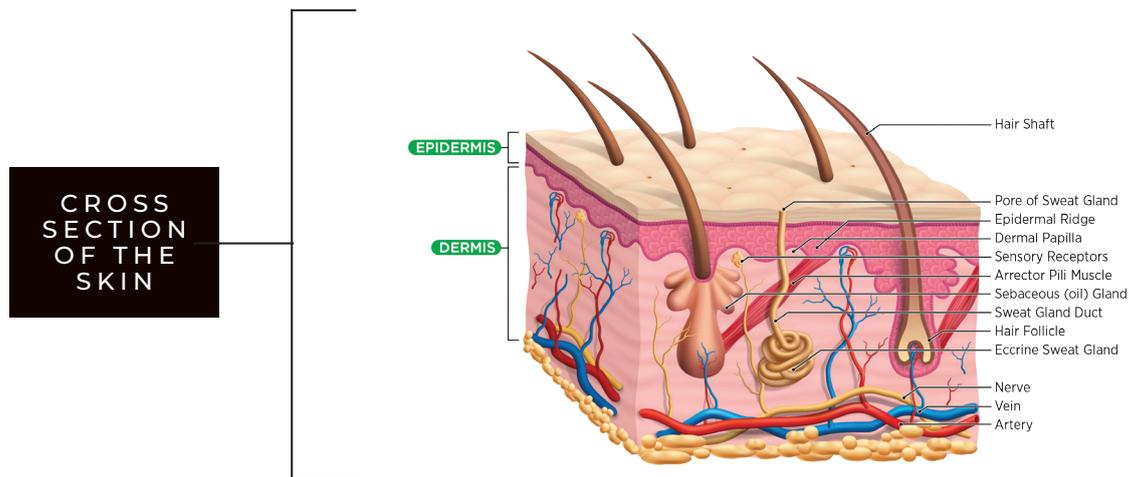
STRATUM LUCIDUM this layer is found only on the palms of the hands, fingertips and soles of the feet.

STRATUM CORNEUM this layer is composed of the cornified, dead skin cells that are shed into the environment. As a result of the shedding, also known as desquamation, you will find these cells in dust throughout your home. This layer of the epidermis acts to repel water due to the intricate epidermal barrier system.

Of these layers we are only considering the Stratum Corneum (The cornified layer) as this is the only layer that is in contact with hair colourants or stained by the application of tint, dye or henna products.

The Stratum Corneum is made up of epithelial tissue that is composed of 15 - 20 layers of thin, flattened cells. These cells are keratinocytes which are in a variety of stages of desquamation. Desquamation is the naturally occurring process of skin or cell shedding which in total will take roughly 28+ days for each keratinocyte to migrate upwards from the basale layer and shed completely, sometimes sooner depending on the client.

Sitting on top of the Stratum Corneum is the skin's barrier system. This is made up of 95% sebum and 5% epidermal lipids. The combination of both of these lipids, creates the skin's protective barrier. This barrier will need to be removed when performing a Helyx Hybrid Dye service as it may impede the absorption of the pigments within the dye mixture. Using Elleebana's Make Up Remover, is a gentle and effective product that will ensure the skin is not sensitised once the barrier is temporarily removed in the treatment.



Hybrid dye products are designed for skin contact, such as around the eyebrow area, with specific topical application required for staining the skin. Therefore; understanding the skin anatomy under the eyebrow and around the eye area is imperative. Also patch testing and colour testing on other areas of the body may not represent the same result as the facial area.

UNIT 2 SAFETY, HYGIENE & SANITATION

UNIT 2.1 HYGIENE & SANITATION

Hygiene standards and sanitation requirements can vary from state to state and from country to country.

Ensuring that you are always adhering to your state/country and local governing body's requirements and your insurance requirements, should be part of your general salon practice.

Infections are caused by contact from client to technician or from client to equipment. The most common source of infection in a salon is the client but staff and visitors can also bring infection into the salon. It is important to control the infection and not allow it to be transmitted from person to person. Clients with active diseases should not be treated and staff with apparent diseases should not be performing services.

BACTERIAL INFECTIONS

Bacteria are living organisms that exist as single cells or as spores. The single cell form of bacteria is easily killed by application of moisture or chemicals. Spores however, are more resistant. Most bacterial infections can be successfully treated with antibiotics prescribed by a medical professional.

VIRAL INFECTIONS

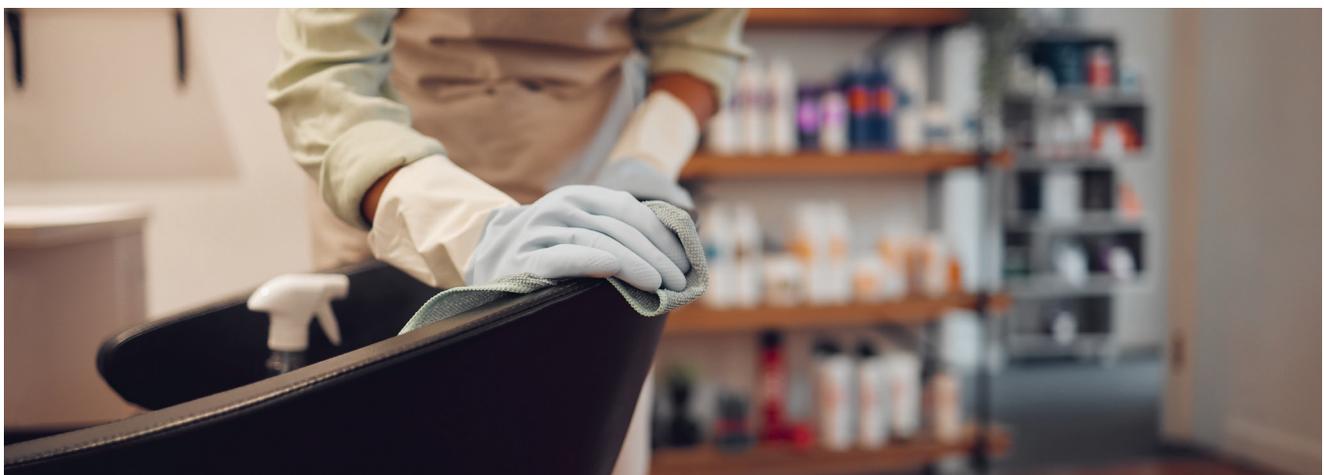
Viruses can mutate to form new strains and viruses can be cause for concern in a beauty salon. Blood-borne viruses such as Hepatitis B, Hepatitis C and HIV are not treatable by antibiotics.

The requirement for high levels of personal hygiene is not only a representation of your salon but also required to reduce the risk of cross infections.

ENSURE:

- Nails are well-trimmed and hair is tied back so it doesn't sweep near the client's face
- All uniforms are clean and freshly laundered at a high temperature
- Minimal or no jewellery to be worn during treatment
- Use of gloves also requires the gloves to be washed and disinfected

Replacing bedroll, sheets or towels on the bed between clients and ensuring all reusable bed coverings are washed at a high temperature avoids any risk of cross contamination. You may choose disposable dental sheets for the head area or using an antibacterial spray to wipe down the bed as determined by your state/local requirements. For brow shaping/waxing or hair removal please refer to your local council requirements for sanitation and disposal of tools and products.



UNIT 2.1 HYGIENE & SANITATION

CLEANING & STORAGE

Clean, disinfect or sterilise instruments and materials, depending on the instrument and its use. Apply materials (e.g. dye, tint, henna colouring, cleanser) to a client with clean disposables wherever possible. Place single-use disposable instruments (e.g. applicators) in a waste container after use on a client. DO NOT re-use on another client. In the beauty industry, we mostly use disposable tools and applicators.

There are three different levels for the cleaning process:

CLEANING Items such as mirrors, kidney bowls for eye rinses can be cleaned in warm to hot water with detergent. They may even be rinsed under hot running water, wiped over with an alcohol wipe, dried then stored. If any implement has penetrated the skin, you will need to use another method.

DISINFECTION There are low, medium & high levels of disinfection applied to different tools. Steel tools such as; tweezers or scissors need to be disinfected in a medium to a high level disinfectant solution to prevent cross-contamination. Use a hospital-grade disinfectant to immerse your steel tools for 3-5 minutes.

STERILISATION If your tweezers, scissors or other reusable instruments have penetrated the skin, hair follicle or mucus membrane they will require sterilisation. Use a sterilisation unit that complies to your state standards and regulations. This includes any instruments that have come into contact with blood or bodily substances. Although they are safe with disinfecting, sterilising your tools is a great practice, and in some areas, required.

Source a disinfectant that is a hospital-grade solution specifically formulated for industry use. Soap and water alone are not sufficient for sterilising equipment.

At the end of each day, complete a full clean using an antiseptic wash, followed by submerging instruments in the disinfectant for 3 - 5 minutes. Avoid leaving tools in the solution for extended periods, as this can lead to rust build-up.

As a professional salon technician, you are responsible for your clients' lash and brow health, as well as their overall safety. While on your premises, clients must be protected at all times. During treatments, ensure your client is comfortable, and once they leave, confirm the procedure was completed without any contraindications.

Wash and sanitise your hands regularly. Keep a hand sanitiser readily available to cleanse your hands (or gloves) between clients and throughout each service. If you cough, sneeze, or come into contact with any unclean surfaces, re-sanitise immediately.

MANAGING & STORING INSTRUMENTS

Store clean disinfected and sterilised instruments in an airtight container to keep them free from contamination and dust.

CARE OF CLEANING EQUIPMENT

After using the equipment for cleaning instruments (e.g. clothes, scrubbers & brushes) :

- Wash in warm water and detergent
- Rinse in hot water
- Allow to dry and store in a clean dry place



PETS IN THE SALON

While pets and animals provide a wonderful source of oxytocin hormones when humans interact with them, they may also carry bacteria and germs. Putting the effort into having all your tools properly sanitised and your work space hygienic so having those types of germs floating around the salon is counter-intuitive and may cause cross-contamination. You may also find that having an animal in the salon or brow room can increase a client's susceptibility to sensitivities. For all measures of safety, leave them at home or away from your beauty room and ensure your policies request the same of your clients.

CHILDREN IN THE SALON

Allowing children in the salon is equally as difficult to discuss with your clients as pets can be, but it is important to be clear from the beginning. Here are some reasons to consider when setting the salon policies on children:

1. Your insurance may not cover you in the event that a child is injured, or someone else is injured as a result of a child being present. Salon products are for professional use only; therefore, should only be accessible to the professional, and while your attention is on your client, the child may come into contact with sharp or dangerous appliances and products.
2. Offering services that require clients to lay with their eyes closed on a massage table/chair without monitoring their child may present complications with an elevated risk of injury.
3. Clients enjoy coming to a salon for a relaxing and calm environment, touch is well known for its beneficial, healing properties and your client should be able to rest and enjoy the service, therefore; the presence of a child may make the process distracting for the client.
4. The presence of another individual in the room can add time to the service which you may not have accounted for. This may see your schedule affected and therefore, your profitability.

Ensuring these points in your policies from the outset allows you to refer to these policies when a client asks.

LINEN USE AND LAUNDRY PROCESSES

- Never place used linen against the body. Always place it in the designated container immediately after treatment.
- Carefully roll up used linen to prevent contamination of the air, surfaces, and cleaning staff. Do not shake linen.
- If linen bags are used inside the designated container, do not overfill them, tie them securely, and launder after each use.
- If there are no liners in the designated container for used linen, please ensure this is cleaned after each use.
- Once linen is clean and dry, ensure you store clean linen in a manner that prevents risk of contamination by dust, debris, used linens or other soiled items

TREATMENT ROOM PRESENTATION

- Again, first impressions matter! Ensuring your treatment room and workstation are kept clean, organised and restocked will reinforce to your client that you are professional
- Cleaning in between clients is essential to maintaining a tidy space and will help with running on time on a busy day full of clients

Some things to consider with your room presentation are:

- The treatment bed; changing linen between clients or using disposable bed covers
- Wiping down surfaces between clients
- Cleaning and sterilising tools between clients
- Ensuring your room is well stocked at the beginning of your work day

UNIT 2.1 HYGIENE & SANITATION

WASTE DISPOSAL

- It is important to be mindful of how you dispose of your waste, not only to ensure that contaminated and single use items are disposed of, but ensure they are done in the correct manner
- Not all waste can be tossed into landfill
- Do any of the treatments you offer require you to have a sharps container?
- This may include but is not limited to, dermaplaning blades, lancet needles, electrolysis needles
- Or is any of your single use waste recyclable?

CLIENT & TECHNICIAN BODY PLACEMENT

Your posture and client position during all lash and brow treatments will determine your longevity being able to offer these services. The client's head should rest at bust height while you are seated. You might be required to come around to the front of your client to determine brow symmetry and brow mapping during the service so having a chair that has wheels will make that easier for you.

CORRECT
BODY
PLACEMENT



PROFESSIONAL INDEMNITY INSURANCE

As a salon professional, a lash or brow technician working in a salon, from home or as a sole trader, you have an outline of responsibilities you must follow to not only cover yourself, but to also protect your clients.

Local council requirements (if you operate your beauty services from home or a rented beauty room) will require you to check with them and ensure your services are council approved or regulated, or if there are requirements for any inspections for approval before operation.

Liability insurance or professional indemnity insurance (in the beauty industry) is not negotiable as you are closely working with people's faces and bodies with hot wax, sharp tools and colouring products.

As long as you are:

- Certified in the use of the products you are using
- Qualified to perform the services you are performing
- The products being used meet the local councils requirements and are legal in your location
- Following the manufacturers guidelines for the products that you are using
- Performing patch tests and offering correct aftercare advice
- You are keeping correct client records

Your insurance company should take limited issue with insuring you.

Depending on which country your business is located in, some insurance companies will specialise in insuring beauty therapists, aestheticians, or lash/brow stylists and may be a suitable option for you to research for your insurance provider.

HEALTH INSPECTIONS

A health inspection of your business may be a requirement and may also happen without a reservation or appointment having been made by the health inspector. Each country or state's regulations vary; however, the basic requirements of you are to ensure your workspace follows industry standards. Here are some suggestions to consider when you are establishing your business:

Ambience and Style your reception area can be decorated and styled to represent your salons theme and aesthetic however, your treatment areas/rooms need to be kept to a minimalist style and free from items that may harbour airborne pathogens in the soft furnishings.

Access to running water you must have an accessible sink suitable for sanitisation of implements. Hot and cold water must be permanent and accessible with suitable counter space for soaking & drying any equipment. Have a pump hand wash with disposable paper towels.

Restroom facilities A washroom with sink and disposable hand towels must be provided for your guests and clients. Your area surface must be smooth & non-porous and in good condition. Tiles and concrete are good suggestions.

Waste disposal Have enclosed lined waste bins with easy access and emptied frequently or when full.

Storage Have a large, dedicated storage space for your equipment & supplies. Always keep this organised and uncluttered.

Cleaning supplies & chemicals These items must be stored safely, clearly labelled, maintained & used as per manufacturer instructions. It is your responsibility to keep up to date on your local guidelines & requirements and always have on hand up to date MSDS (Material safety data sheets) for all products being used in salon.

UNIT 2.3 ORGANISATIONAL POLICIES & PROCEDURES

Organisational policies and procedures provide a guideline for how tasks should be completed and the procedures that should be followed in an organisation to ensure the safe and effective operations of a business:

CLIENT RECORD MAINTENANCE

Private and well-maintained client records not only assist in safe and effective treatments for your clients, but also ensure that client confidentiality is upheld. Some great practices around client record keeping are:

- Recording all client contact information for treatment follow up appointments, future bookings and marketing opportunities
- All client information needs to be kept private and secure
- Client information should be checked and updated if required, at each appointment and a new consultation form completed every 6 months
- Treatment notes should be made after each treatment to keep a thorough record of products used, processing times, skin reactions etc

EQUIPMENT USE AND MAINTENANCE

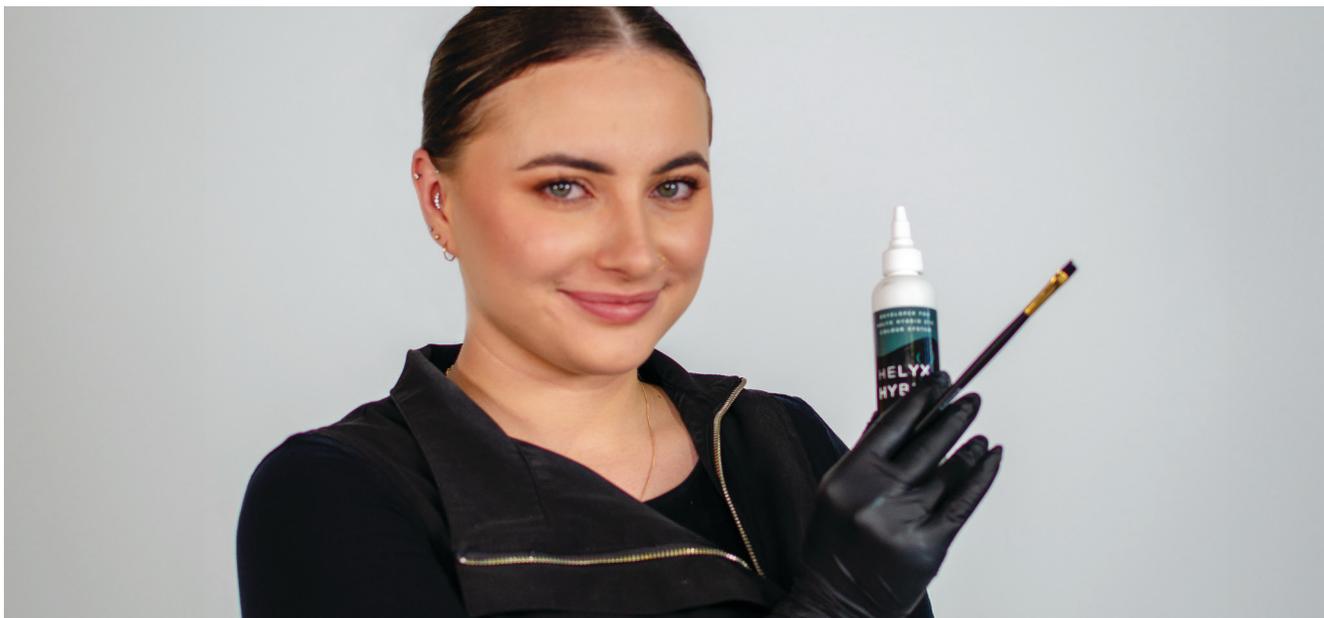
- Manufacturer's instructions should always be followed when using, cleaning and storing equipment. This will not only ensure you get the intended results from the equipment but also longevity from your equipment investment.
- Any electrical equipment in your salon should be tested and tagged regularly by a certified technician (Please check your local regulatory guidelines of the testing frequency as it may vary from state to state).

INCIDENT MANAGEMENT

Unfortunately from time to time incidents may occur in your salon. It is essential to have an incident reporting procedure in place.

This should include;

- When and where the incident took place
- An explanation of what took place
- Were there any witnesses (if so their details and signature)
- If first aid was required; did you refer them to a medical professional?
- The persons details so you can follow up with them



UNIT 3 CONTRAINDICATIONS



UNIT 3.1 WHAT IS A CONTRAINDICATION?

A contraindication is a condition that considers the client unfit for this treatment or restricts you from performing this procedure. The condition may or may not be visible during your consultation so it is always important to discuss contraindications with your client.

As a salon professional or stylist, it is your responsibility to have the knowledge to be able to identify possible contraindications that would make performing a service unsafe. If you feel your client has a contraindication, it is important that you identify that you are not a medical professional and therefore, it is not your place to diagnose any conditions. However, referring your client to a medical practitioner for them to seek medical advice is recommended, should you decide to not move forward with the procedure.

A contraindication is a specific situation in which a procedure should not be carried out as it may be harmful to the client. In relation to lash or brow treatments, if a client had a visible or identified condition that would prevent you from performing the treatment, this would be a contraindication. This is usually a condition present or presenting on the surrounding skin around the eyelash or eyebrow area.

UNIT 3.2 CONTRAINDICATIONS FOR EYEBROW TREATMENTS

Contraindications requiring medical consent - certain circumstances may require a salon to obtain permission from the client's medical professional before a service can be performed. Keeping these records on file for your client is important and ensures you are protected for insurance and liability purposes.

Contraindications that require medical permission for eyelash and eyebrow treatments are:

- **Medical Oedema** - this is a term for swelling. The swelling may be present due to injury or inflammation.
- **Nervous conditions** - for some services the proximity to the clients face or body is very close or requires the client to lay with their eyes closed for a period of time. The client needs to be comfortable to do so.
- **Epilepsy** - in the event of an episode the client may experience jerking or uncontrollable shaking or may collapse or experience staring spells with muscles contracting or spasming.
- **Skin Cancer** - skin cells in the surrounding area need to be intact. Also, any medications being administered may affect the results, or see the client respond in an adverse way to the treatment.
- **Whiplash** - if a client has experienced an accident that has resulted in whiplash they may not be able to lay in the required direction/manner to receive the treatment.
- **Diabetes** - if a brow service that involves hair removal incorporating waxing is requested by a client with uncontrolled diabetes or other conditions where wound healing is compromised, a medical professional letter may be required.
- **Recent facial operations** affecting the area.

Contraindications that restrict treatments :

Itemising the following contradictions on your client consultation forms/contraindications forms helps you indemnify yourself from performing a service on a client where a contraindication may not always be visible.

- Fevers or flu-like symptoms
- Contagious diseases
- Under the influence of recreational drugs or alcohol
- Diarrhoea and vomiting
- Any known allergies to ingredients in products being used to perform the services
- Eczema in treatment area {chronic inflammation of the skin presenting with open lesions}
- Psoriasis in treatment area {chronic inflammation of the skin presenting with open lesions}
- Dermatitis in treatment area (acute inflammation of the skin)
- Hypersensitive skin
- Undiagnosed lumps or lesions in the area
- Localised swelling in treatment area
- Sunburn in treatment area
- Bruising in treatment area
- Abrasions in treatment area
- Scar tissue in treatment area (2 years after a major operation and 6 months for small scars)
- Recent fractures in treatment area (minimum 3 months)
- Sinusitis {inflammation with possible infection in sinus cavities}
- Neuralgia or nerve pain, shingles or inflamed nerves in treatment area
- Skin allergies in treatment area {indicated by inflammation}
- Conjunctivitis {contagious eye infection}
- Blepharitis {an ocular condition characterised by chronic inflammation of the eyelid}
- Chemotherapy or any cancer treatment
- Recent tattoo, microblading or feather touch brow design work.
 - Ensure all work is healed before proceeding and has been cleared for treatment
- Injectables: Recent muscle relaxant and/or dermal fillers in treatment area
 - Ensure clearance for the treatment by the injector
- Previous reaction to hybrid/stain treatments either on the skin, or facial area
- Some prescribed acne medications such as
 - Isotretinoin (Roaccutane, Oratane)
 - Doxycycline
 - Epiduo Gel®
- Some anti-ageing cosmetics or medications (in the treatment area)
 - Vitamin A and its derivatives (Retinol, Retinoic Acid etc)
- Skin cancer treating medication (in the treatment area)
 - Efudix®
 - Aldara™
- Topical steroid creams such as cortisone (in the treatment area)

Further contraindications that may affect the client's comfort :

The following contraindications are purely for the client's comfort and should be discussed before beginning the treatment:

- Claustrophobia
- Hay fever/Rhinitis

Potential concerns for longevity of results:

Very dry skin

- inconsistent skin staining results

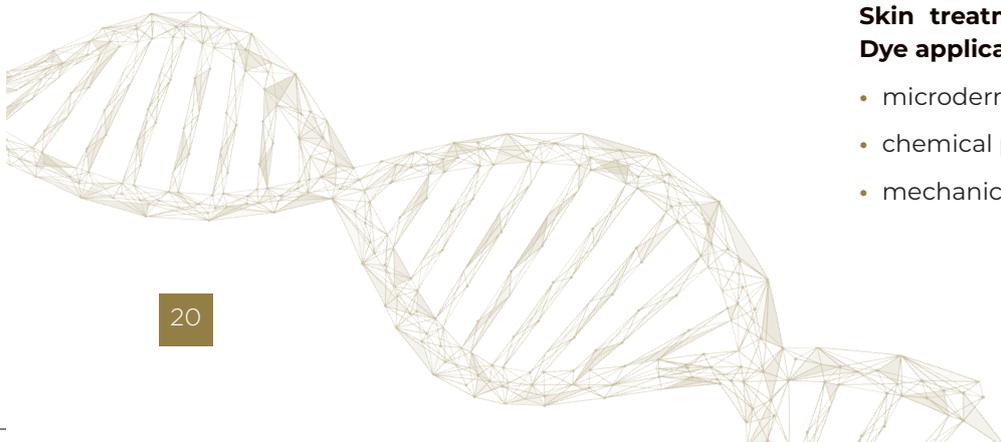
Very oily skin

- may decrease the amount of skin staining results if not cleansed adequately

Chlorine exposure from swimming

Skin treatments performed after Helyx Hybrid Dye application such as;

- microdermabrasion
- chemical peel
- mechanical skin exfoliants on treatment area



Reactions can occur as with any beauty treatment, waxing, facials, tinting/dyeing, lifting or laminations. This is the purpose of performing a patch test and helps us to gauge if a client has a sensitivity to the products we are applying. A positive reaction to a patch test might be a warm sensation, tingling, heated skin, redness, irritation, swelling, blistering or burning. Reactions may not present immediately, and therefore; we choose to perform a patch test 48 hours prior to the treatment.

SENSITIVITIES

During a service a client may experience warmth or stinging from the application of the products. This is often because the product has seeped into an open area of the skin, such as blemishes in the brow. This may not always indicate a reaction, however, it is identifying that your client may be uncomfortable. Brow dyes are not designed to come into contact with the eye or open skin and only with the eyebrow hairs and skin. You will be required to remove the products from the area and rinse well before determining if you can proceed with reapplying the product on the client (dependent on when the stinging or sensitivity started during the service).

The formulation of the Helyx Hybrid brow dye range is gentle and so if the products have been mixed in the incorrect ratio or with a non-complementary oxidant/developer, sensitivity may be more prevalent or stronger.

HISTAMINE REACTIONS

A histamine reaction is an allergic reaction, and depending on the service performed may present differently. Histamine is naturally produced in your body at regulated levels together with the enzyme diamine oxidase (DAO) and together these act like the body's personal army or defence system, only allowing items that they feel are suitable to enter your body, be digested or come into contact with your skin. A histamine reaction is your body's chemical response indicating to the brain that a foreign object has entered the body.

Depending on the region that has had the service, as well as what service was provided, the first indicator of a reaction is swelling and inflammation as the histamines boost blood flow to the area in an effort to protect the affected area. Creating the histamine hormone is one of the ways your body protects itself from the stress of a perceived attack, like facial hair waxing.

A histamine reaction to waxing services is easily identified by a rash that presents itself as welts or bumps. This reaction may happen immediately after your eyebrow wax or may come up later. A client may experience hives after an eyebrow wax but another client may not present with the same reaction. A client who experiences a reaction to the ingredients in a lash or brow treatment may experience swelling, itching or burning sensations which might present immediately or over the proceeding 24-48 hours after the service. This is rare, however, if it happens, it is important that you know what it is and how to respond.

Ingredients found in all permanent hair colours, such as para phenylenediamine (PPD) are known to be a possible cause for a reaction but are necessary ingredients to ensure the colour is activated and long lasting. Tints and dyes without this ingredient will not last longer than 24 hours. Some tint products may claim they are PPD-Free however they will often contain chemical derivatives such as PPDA, 1,4-Benzenediamine, para-toluenediamine (PTD), diaminophenoxy ethanol and many more alternative names for PPD.

In the event of a reaction to a brow dye service, repeatedly rinse to remove any presence of the brow dye from the area with cool water and ensure no residue is present.

Recommending the client to seek immediate medical advice is advised. A medical professional can assess the area to ensure no other damage to the eye area has occurred as a result of product getting into the eye area or unsanitary items being used in the area. In most cases a doctor will prescribe an antihistamine to reduce the reaction though depending on the reaction that presents, further investigation by the medical professional may be required.

UNIT 3.3 REACTIONS

OTHER ADVERSE RESULTS

A common reaction to the skin underneath and surrounding the brow after a brow lamination, known as: post lamination peeling, is where the skin becomes dry and flakey with associated itching. In the event of using Helyx Hybrid Dye after performing a brow lamination, it is recommended (in most cases) that you process the dye for half the time as typical processing times. The hair is more porous and the skin's barrier has been altered after a chemical treatment, therefore; absorption of the dye can be faster or varied. Reducing processing times may assist with alleviating adverse results when performing a brow lamination prior to a Helyx Hybrid Dye service.

Other adverse results that can occur during lash or brow services may be as a result of waxing to remove hair around the brow area. In the event of a burn caused by wax at a temperature that is too hot for your client's skin will often see immediate redness and may be as severe as blistering, scabbing, scarring and has the potential to lead to bacterial infections.

Folliculitis is another adverse result that can occur as a result of waxing or hair removal. This is most often caused by an infection of the hair follicles with Staphylococcus Aureus bacteria but can also be a blockage in the hair follicle, but can also be as a result of a fungus or ingrown hairs. This is often identified by small bumps that resemble pimples or blisters. Depending on the severity of the folliculitis, the symptoms may go away without any treatment or attention necessary. More severe cases may require medical assistance.

UNIT 3.4 PATCH TESTING

A patch test is always recommended for clients wishing to apply Helyx Hybrid Dye for the first time. This ideally, should be performed a minimum of 48 hours prior to the treatment, however, if your client is wishing to have an immediate treatment and waive the typical patch test period, application may be performed prior to treatment with written consent from the client agreeing to waive the patch test.

Apply each of the products that will be used throughout the treatment using a disposable micro-swab or cotton tip. These products can be applied to the skin behind the ear, or on the inner arm or elbow.

Allow the mixed Helyx Hybrid Dye to process for 10 minutes before removing with a cotton pad. If there is a reaction, it will appear as raised with erythema (redness) present. This would be then deemed a positive reaction to the dye and not suitable for the treatment. This should also be noted on the client's consultation form for future reference.

It is recommended to perform a patch test with Helyx Hybrid Dye even if traditional tinting has been performed. Here's why:

Different Formulations: Hybrid dyes may have different ingredients or concentrations compared to traditional tints, which could potentially cause new sensitivities or allergic reactions.

Individual Reactions: Clients may develop sensitivities over time, and a patch test helps ensure there are no adverse reactions to the new product.

Safety First: Performing a patch test is a standard precaution to reactions.

If, during the Helyx Hybrid Dye application, the client experiences any sensations that are uncomfortable, remove the entire product from the area well and bathe with cool water. Soaking of the brow area and ensuring no residue remains.

If, after the application a reaction begins to present, you can apply a cold compress to the area. All reactions should be handled by a medical professional but ensure you keep correct records of the details of each of your clients for your insurance purposes.

UNIT 4 CONSULTATION



UNIT 4.1 CONSULTATION

SALON NAME: _____ **TECHNICIAN:** _____

CLIENT NAME: _____ **DATE OF BIRTH:** _____

ADDRESS: _____

_____ **POST CODE:** _____

EMAIL: _____ **PHONE:** _____

.....

MEDICAL HISTORY: (Please tick all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Inflammation of eyelid/eyebrow area | <input type="checkbox"/> Eye infections/conjunctivitis |
| <input type="checkbox"/> Skin trauma, swelling, abrasions or infections | <input type="checkbox"/> Recent eye surgery |
| <input type="checkbox"/> Recent operations around eye, head of face in immediate area | <input type="checkbox"/> Hypersensitive skin |
| <input type="checkbox"/> Allergies to hair dye, eyebrow/eyelash tint or henna | <input type="checkbox"/> Sunburn, burns or cuts |
| <input type="checkbox"/> Chemotherapy (current cancer treatment) | <input type="checkbox"/> Alopecia |
| <input type="checkbox"/> Coeliac or Gluten Intolerant | <input type="checkbox"/> Skin Disorders/disease |
| | <input type="checkbox"/> Acne Treatment |
| | <input type="checkbox"/> Pregnancy |

RECENT TREATMENTS: (Please tick all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Recent tattooing, microblading or feather touch treatments | <input type="checkbox"/> Recent eyebrow extensions |
| <input type="checkbox"/> Retinol or Vitamin A | <input type="checkbox"/> Steroid products |
| <input type="checkbox"/> Botox or fillers | <input type="checkbox"/> Recent surgical procedures or facial lifts |
| <input type="checkbox"/> Recent eyebrow tint | <input type="checkbox"/> Spray tan/self-tanning products |
| <input type="checkbox"/> Recent eyebrow lamination | <input type="checkbox"/> Facial peels, chemical peels |

Further Information relevant to the above history or other factors:

UNIT 4.1 CONSULTATION

CONFIDENTIALITY CLAUSE

We highly value your privacy and the trust you place in us. Please be assured that all personal and health information provided in this form will be kept confidential. The information you share is used exclusively for the purpose of providing personalised hybrid dye services and will not be disclosed to any third parties without your explicit consent, except as required by law. We implement a variety of security measures to maintain the safety of your personal information. Access to your data is strictly limited to authorised personnel who are trained in handling client information securely and confidentially. By signing this form, you acknowledge that you understand our commitment to protecting your privacy and agree to the collection and use of your information as described above.

IMAGE RELEASE CLAUSE

I hereby grant the above-mentioned salon the right to use and publish photographs taken of me during my appointment for marketing, promotional and other business purposes. I understand these images may be used in print, digital media, or online platforms. I waive any right to inspect or approve the finished product and acknowledge that I am not entitled to any compensation for the use of these images. I release the above-mentioned salon from all claims and liability relating to said photographs.

- I have read, understand and agree to the above Confidentiality Clause.
- I have read, understand and agree to the above Image Release Clause. If you do not agree to this, please refrain from signing this section.
- I acknowledge that I am aware of the risks involved with the treatment being performed, I have been informed of the procedure and the aftercare and I consent to receive this treatment. I agree to not hold the salon or technician liable for
- any unforeseen adverse reactions provided the salon or technician follows the proper procedure for this service.
- I understand and acknowledge that receiving a patch test without showing any signs of reaction or sensitivity does not guarantee that an allergic reaction is not possible.
- I have received a patch test and I am happy to continue with the treatment, OR:
- I have been offered, but declined a patch test. I request and consent to the treatment being performed on me despite having not undergone the sensitivity patch test

SIGNATURE: _____ **DATE:** _____

BEAUTY PROFESSIONAL NOTES

SKIN TYPE: NORMAL DRY OIL COMBO

SKIN TONE: WARM COOL NEUTRAL

FACE SHAPE: OVAL LONG ROUND SQUARE HEART DIAMOND

COLOUR RATIO: _____ **PROCESSING TIME:** _____

ADDITIONAL NOTES: _____

CONSULTATION

As with all client consultations, please ensure that the location of the consultation is relaxed and private. Be sure to discuss with your client any eye sensitivity or claustrophobia, and ask them to arrive with their contact lenses removed if appropriate to the service that you are offering. Please also refer to your contraindications during the consultation. It is advised to undertake your consultation 48 hours prior to your application in order to conduct a patch/sensitivity test. This period of time will allow you to see if the client has a positive reaction to the treatment. It is Elleebana's recommendation to patch test every client and have a signed indemnity form for each visit that records any changes that might have happened since their last treatment. You should re-patch the test every 6 months as our bodies and cells change and renew themselves regularly along with the client's lifestyle and health.

During your consultation you will need to explain to your client that you like to take images for your portfolio or for use on social media promotion. At this point you will need to ask your client to sign a photo release form explaining that they are happy for you to use the photos you take of them for these purposes. It is also good practice to encourage your clients to arrive for their treatment with no make-up in the treatment area, along with heavy eye creams, hair growth serums or conditioning treatments. If the client arrives with a clean treatment area, the result will be optimal and the cleansing step of the treatment will be easier on both the client and technician.

Compliment your client and build their trust in your knowledge of the treatment that you offer. This includes a detailed explanation of the treatment, how it works, going through the client indemnity form to ensure no contraindications are present and creating realistic expectations based on the client's natural brow shape and colour. This will help you understand what the client is wanting to achieve.

Discuss the current state and condition of their brow hair or shape and colour of their eyebrows, this allows you to give realistic expectations about results. Ask them about previous brow treatments and what they liked or didn't like about that service.

Ensure you make suggestions based on what you think might look suitable for them, providing some before and after photos for your clients so they can get a realistic view on what this particular enhancement treatment will have as a finished result.

You may wish to provide your client with some face shape knowledge or a portfolio of face shapes and explain which face shape your client has and why your recommended brow shape would be ideal for their face shape. Have a mirror handy and take notes building a file on your client's desires or previous treatment history. This consultation phase is so important for you to understand your client's expectations and so they can understand the treatment.

PREGNANCY & COLOURING SERVICES

While pregnancy, breastfeeding, taking the contraceptive pill or hormone replacement therapy (HRT) are not contraindications for brow colouring, it is important to ask your client to mention these factors on their indemnity form as any of these points may impact your client's treatment due to the hormonal changes occurring in the body. An important factor for an expecting mother to consider is, if she experiences a reaction to either a lash or brow treatment or colouring service, she may not be able to take any medications/antihistamines to help reduce the reaction.

It is for this reason that we don't recommend performing a brow treatment or colour service on a client who has not previously had this service with Helyx Hybrid Dyes until they are no longer pregnant or breastfeeding. If a client has previously had a colouring service using this brand with no adverse reactions then we recommend not performing the treatment in their first trimester. Outside of this time it's important to keep your clients well informed of the risks and ensure they sign all appropriate waiver forms/indemnities stating they have made informed consent to the treatment.

UNIT 4.1 CONSULTATION

AGE APPROPRIATE

Performing a brow colour on anyone under the age of 18 would require a parent or guardian's consent. Please refer to your country or state regulations as well as your insurance policy for performing treatments on children under the age of consent and ensure you adhere to any legal requirements/completing appropriate forms for your client's records and to protect yourself.

EVALUATE SERVICE WITH CLIENT

After you have performed the treatment, give your client a mirror to show them the results, this is when you and your client can evaluate the service, ensure your client is happy with the outcome and it also gives you the opportunity to make changes if needed.

Record outcomes of service on client treatment plan

Once you have performed the treatment, you will need to write detailed notes on your clients file. Examples of things that you will want to note are:

- What colour dye was used, if mixing colours, add the ratio mixed
- Processing times
- Any relevant information, feedback from client from previous treatment
- If there was any colour left on the brows for a longer processing time
- Aftercare advice

This will ensure when your client returns for another colour service, you are able to match the colour perfectly.

Provide aftercare advice and recommend products and future treatments

Brow colouring is a great low maintenance treatment, though there is some aftercare your clients will need to follow in order to achieve long lasting results. It is important that you discuss aftercare advice, recommended products and inform your client when they will need to re-book for future treatments.

Rebook client for future treatments - know the return time frame for rebooking

It is a great idea at the end of your service to re-book your client. The colour service will last on the hairs for up to 6 weeks, though the results can vary depending on how your clients care for their brows, you may find some clients may need to return earlier at around 4 weeks depending on hair growth cycle.



UNIT 5 HELYX HYBRID DYE PRODUCTS



UNIT 5.1 PRODUCTS USED

BROW COLOUR SERVICE

To perform a Helyx Hybrid Dye service, you will need the following:

Disposables:

- Cotton tips
- Cotton rounds or pads
- Tissues
- Gloves

You may choose to also use micro-swabs or micro-brushes and to finish, mascara wands - you can give these to your client to take home whatever you might have used on them so they can continue to groom their newly coloured brows.

Application tools:

- Angled eyebrow brush/application brush helps with a precision application and also feels nicer on the client's brow area.

Preparatory Products:

- Elleebana Make Up Remover is a non-oily, non-irritant makeup remover. It is a water-based foaming concentration that when applied, gently loosens and removes makeup from the brows.
- Ellee-Shield protective balm can be used around the brow area to eliminate staining or bleeding of colour on the skin beyond the mapped brow shape.
- Hand sanitiser

Professional Products:

- Helyx Hybrid Dyes
- Helyx Hybrid Creme Developer Or Helyx Hybrid Liquid Developer

Ancillary Products:

- Mixing dish
- Brow mapping tools
- Shaping tools
- Elleebana White Brow Pencil for mapping of brows

UNIT 5.2 COLOURS EXPLAINED AND COLOUR THEORY

HELYX HYBRID DYE COLOUR RANGE

Helyx Hybrid Dye products are manufactured under the highest European standards and adhere to all current European Union compliance requirements.

Helyx Hybrid Dye is a luxurious range of 7 colours and although the colours are fantastic, you can blend these colours with certain ratios to achieve a customised shade for your client. This is called brow colour styling.

An example of brow colour styling is if a client has requested a warm red tint on their mid-brown coloured brows and the resulting colour has become too red, you can cool this down by adding colours that have more of an ash base.

The base colour of the hair must be taken into consideration as an additional colour that will play an important part in determining the resulting shade.

UNIT 5.2 COLOURS EXPLAINED AND COLOUR THEORY

The colours available in the Helyx Hybrid Dye range are as follows:



ONYX NOIR (BLACK)

Perfect for clients with black to very dark eyebrows seeking the boldest, most defined look. This deep, intense black shade delivers a strikingly dramatic and polished appearance, ideal for those who prefer a classic and sophisticated brow. This colour is also an ideal colour for combining with others during colour styling or blending services.



MOCHA CHARM (DARK BROWN)

This rich, dark brown shade is ideal for clients who want an enhanced and noticeable colouration. It's perfect for those with naturally dark brows looking to add more definition.



HAZEL WOOD (MEDIUM BROWN)

A versatile and balanced medium brown that works beautifully for clients with naturally medium to dark brown eyebrows. This shade provides a natural-looking depth and dimension, great for everyday wear or a polished, refined look.



MAPLE SUGAR (LIGHT BROWN)

This ash, light brown shade adds a touch more definition than a traditional natural brow colour. Ideal for clients with lighter brown hair, it provides a youthful and fresh look with a subtle hint of ash, perfect for enhancing brows with just the right amount of depth and definition.



SMOKEY BLONDE (ASH BLONDE)

Ideal for clients with blonde or light brown hair looking to achieve a cool-toned, understated brow. This ash blonde shade adds a subtle yet elegant touch, perfect for those who prefer a more muted and refined brow colour.



HONEY BLONDE (LIGHT BLONDE)

This light blonde shade is perfect for clients with very light hair or those seeking a soft, honey-toned enhancement. It's ideal for achieving a light, natural brow with a hint of warmth, enhancing a soft and airy look.



AUBURN HAZE (RED BROWN)

This vibrant red-brown shade is perfect for clients with red or auburn hair who want to match their brows with their unique hair colour. It adds a rich, warm touch to brows, providing a striking contrast or harmonious blend depending on the desired effect.

1. HONEY BLONDE
2. SMOKEY BLONDE
3. MAPLE SUGAR
4. HAZEL WOOD
5. MOCHA CHARM
6. AUBURN HAZE
7. ONYX NOIR

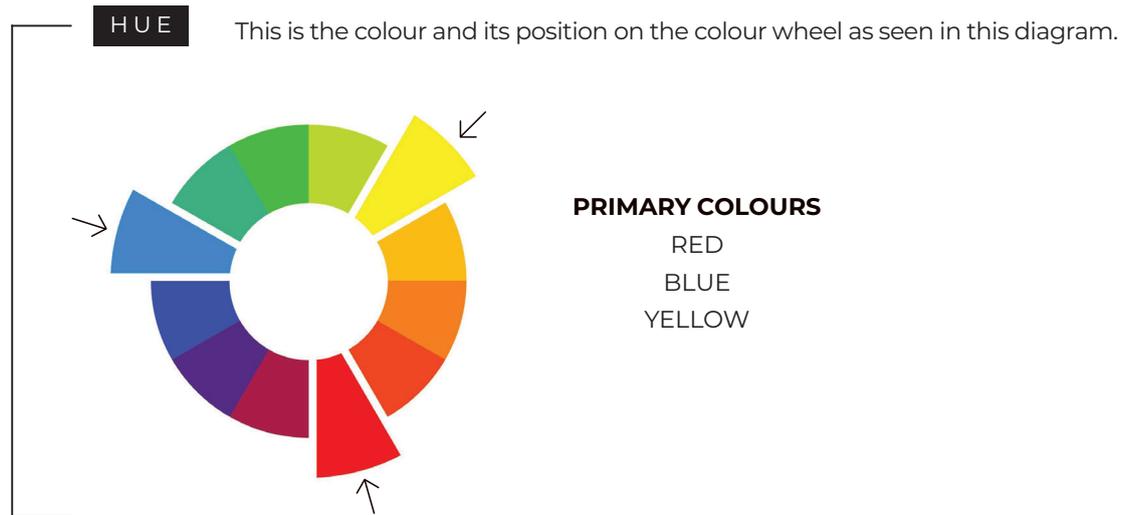


UNIT 5.2 COLOURS EXPLAINED AND COLOUR THEORY

COLOUR THEORY

Colour theory is a science, and the way one person perceives colour may differ from someone else's view. To get started, let's explore the fundamentals of colour theory. Gaining a basic understanding will help make sense of how colours work together and make it easier to select the most suitable shade for your client.

Let's begin with common terminology used in colour theory:

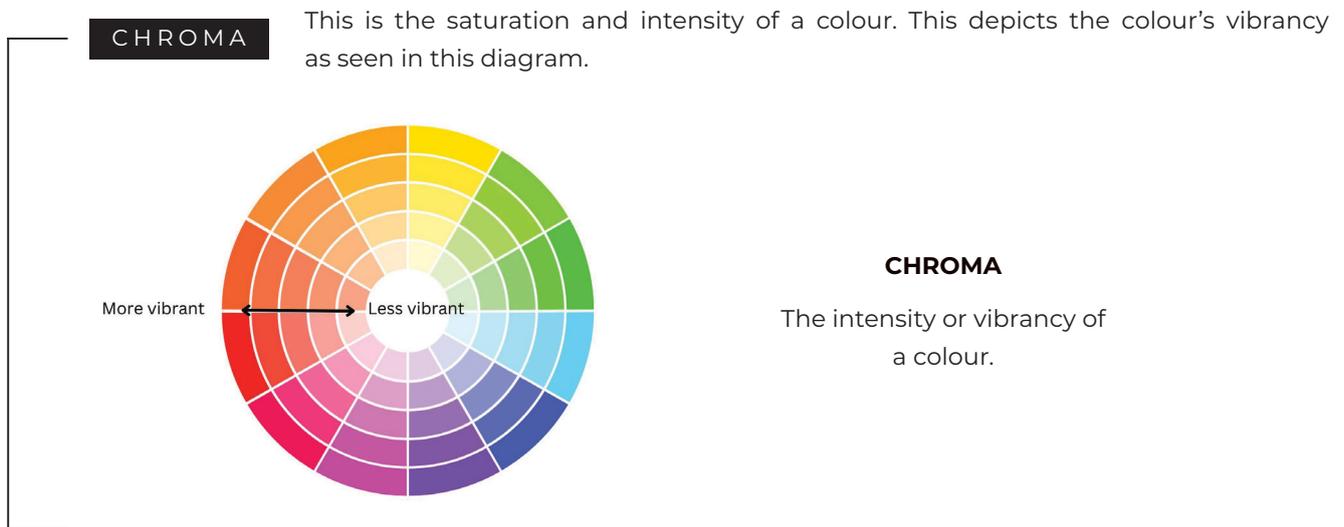
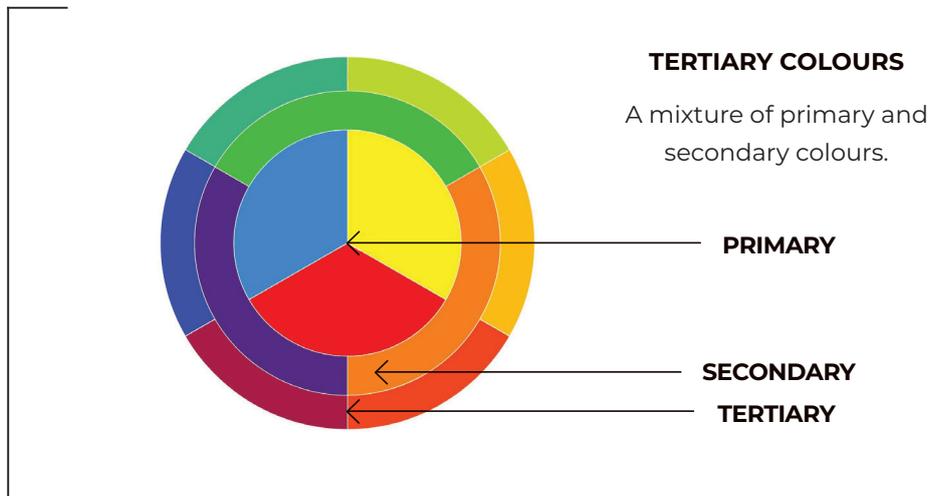


We can see the **primary** colours are situated on the colour wheel in between what we see as other colours and there is a reason for this. Primary colours are colours that no other colour can combine to make, these hues are Blue, Yellow & Red.

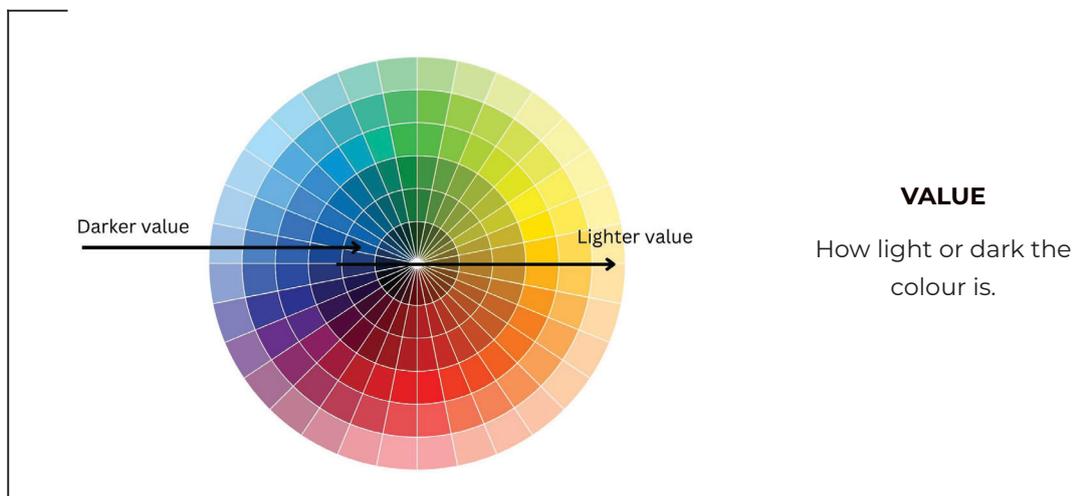
From here, we move into **secondary** colours; these are made by combining 2 primary colours. You will find these colours situated on the colour wheel in between the primary colours that make the secondary colours.



Tertiary colours are then the combination of a primary and secondary colour.

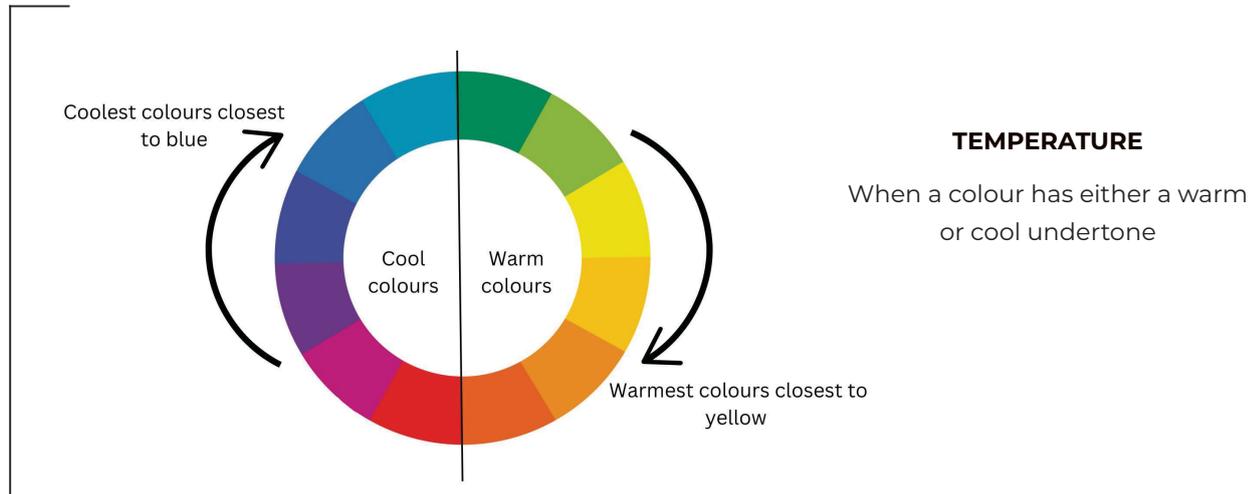


The **Value** of a colour is how dark or how light a colour is. When adding white to a colour, you are creating a **colour tint** and when you are adding black to a colour, you are creating a **colour shade**.



UNIT 5.2 COLOURS EXPLAINED AND COLOUR THEORY

The **undertone** of a colour is how much of a base is mixed with a colour. For instance, if more yellow is added to a colour, it will have a warm undertone and when more blue is added to a colour, it will have a cooler undertone. We consider the undertone when looking at skin and hair colour.

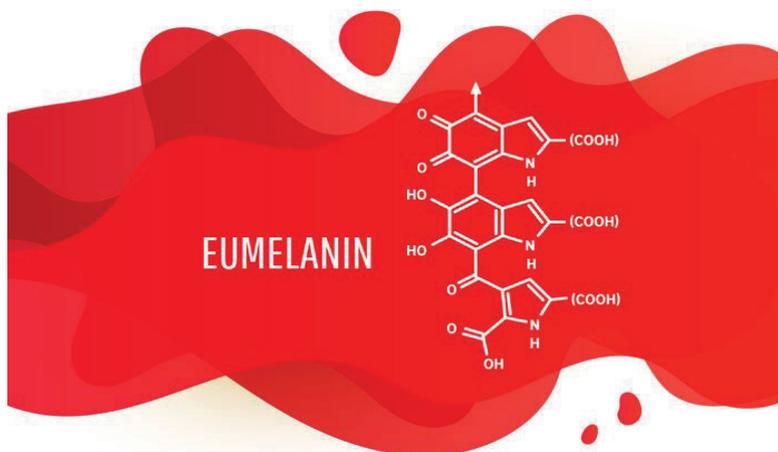


To begin to understand colour neutralisation it is important to know how hair (eyelashes and eyebrows) get their natural hair colour. It is the melanin (pigment) found in the cortex of a lash or brow that determines the colour of the hair. There are two melanin pigments present in human hair, these are called eumelanin and pheomelanin.

Depending on the genetic disposition of the client the presence of one type of pigment might be stronger than another.

EUMELANIN

Eumelanin - provides the black and brown pigments and therefore determines how dark a brow or lash will be. The eumelanin is also an ash based pigment and will offer a cooler colour to the eyelash or eyebrow base pigment. Eumelanin pigments consist of all three of the primary colours (blue, red and yellow).

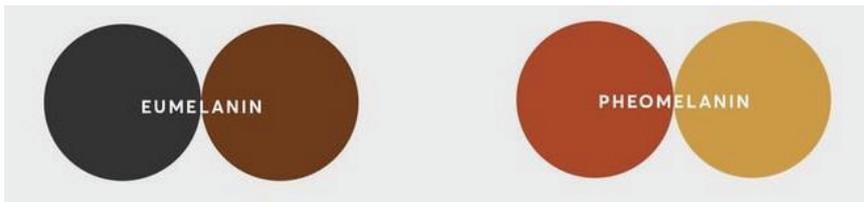


EUMELANIN

Pheomelanin provides red and yellow pigments and therefore determines that hair will be warmer in colour. Think of tones like auburn, strawberry or golden.

Black eyelashes and brown or dark brown eyebrows will contain a lot of eumelanin. However, clients with red hair will contain higher percentages of pheomelanin.

Light blonde (yellow) hair will contain relatively little melanin and the more pale yellow the hair becomes, the higher the percentage of keratin present instead of melanin. White hair or greying hair will contain no pigment at all.



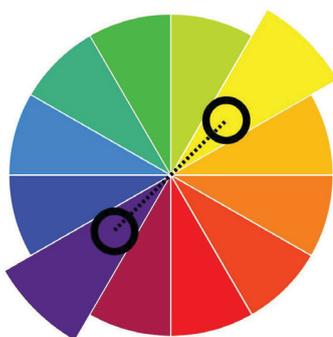
Hair Undertones - the presence of pheomelanin found in hair will naturally present hair with a warm undertone and can affect the final colour result if you are colouring hair and using a hydrogen peroxide or oxidant combined with your dye.

Darker hair colours have more of the pheomelanin present as an undertone so when the chemical application of hydrogen peroxide is applied and the hair begins to oxidise the red undertone will become apparent. Blonder hair colours have a yellow undertone present which gives golden or orange like tones.

Opposite Colour Neutralisation - The rules governing complementary colours apply also for neutralising colours when colour customising. This treatment is called colour neutralising because a natural hair colour or a hair treatment can leave an unwanted colour on the hair which then can be neutralised by adding another. The colour to be added will always be the one opposite the unwanted colour on the colour wheel which is why we have the colour wheel below for reference.

When hairdressing, if a client whose natural hair colour is dark brown has had highlights, the bleach will have stripped most of the black, brown and some of the red pigments from the hair leaving an unsatisfactory orange/yellow shade. To neutralise this shade, the hairdresser finds the colour opposite it on the colour wheel, which is blue/violet. The hairdressing product which contains blue/ violet is an 'ash' shade, so an ash toner applied to the hair will neutralise the colour giving the white/grey colour the client desires. The same theory applies to brow colour styling.

Essentially to neutralise an unwanted tone, use the opposite colour on the colour wheel.



COLOUR NEUTRALISATION

Opposite colours neutralise each other.

UNIT 5.2 COLOURS EXPLAINED AND COLOUR THEORY

Identifying warm and cool colours - A common way of describing colours is to say whether they are warm or cool, and an easy way to determine whether a colour is warm or cool is to think of where it occurs in nature.

Warm colours are basically the colours you would associate with fire and the sun: yellow, red and oranges. Between the yellow and orange lies gold where our hair colours gold browns and gold blondes slot in, and between orange and red we will find our warm auburn shades, coppers and chestnuts.

Cool colours, on the other hand, are colours you associate with the cold: blues, blue greens and violets. The violets and blues will give the ash tones to the hair and the greens will give the matte tones.

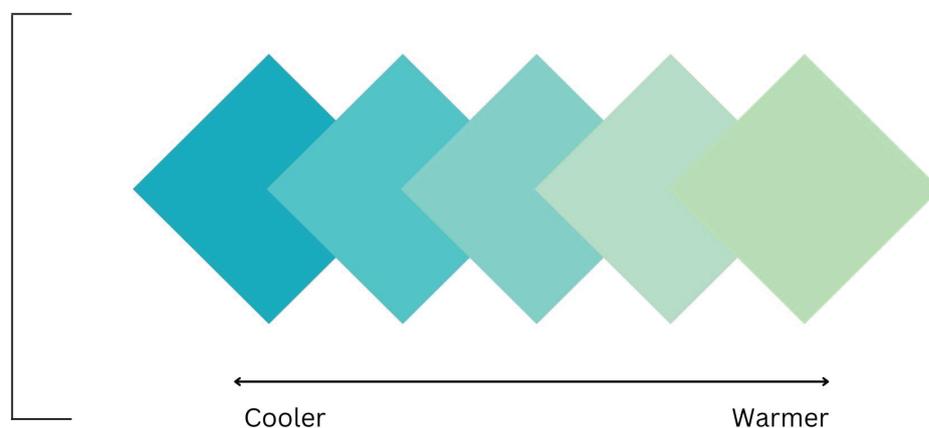
Warm and cool colours work as opposites or neutralisers, so that on the colour wheel each warm colour has a cool colour as its opposite. For instance, a warm red is neutralised by a cool green, whereas a cool blue is neutralised by a warm yellow/gold colour. If a cool colour is mixed with a warm colour, then the proportion of the colour wheel used to determine the temperature of the shade and the ratio chart can be consulted at this stage.

Remember the effect of the hair - When mixing tints/dyes, it's important to remember that the colour of the brow hair itself can make a difference to the result. It is easy when the hair is stripped of colour and becomes white like a sheet of white paper to apply a colour and achieve a true result with complete intensity. However, the same tint/dye on dark hair will give a very different result because the tint/dye colour will combine with the hair colour. The base colour of the hair must be taken into consideration as an additional colour that will play an important part in determining the resulting shade.

A basic understanding of the colour wheel, mixing colours, warm and cool colours and neutralising colours, will provide an excellent foundation for a competent, confident and creative stylist.

With the Helyx Hybrid Dye range we can create a different shade of brown for everyone's brows. Some blonde-haired clients are cool based, and some are warm based. Some brunettes are also either cool or warm based and with the selection of one black, three browns, a red and two blondes, we can blend a colour that will suit everybody.

To gain confidence with colour styling you can mix and apply onto hair swatches and rinse after different time periods to see the array of results and how they can vary considerably due to time the application is left on for, the mixing ratios used and colour building styles.



UNIT 5.3 SKIN UNDERTONES



IDENTIFYING WARM AND COOL COLOURS:

Warm toned skin has a yellow undertone. If you look at the inside of your arm, look at your veins; if they have a green tone, you are likely to have warm undertones.

Cool toned skin has more of a blue undertone. If you look inside your arm, look at your veins, if they have a blue colour, you are likely to have a cool undertone.



UNIT 5.3 SKIN UNDERTONES

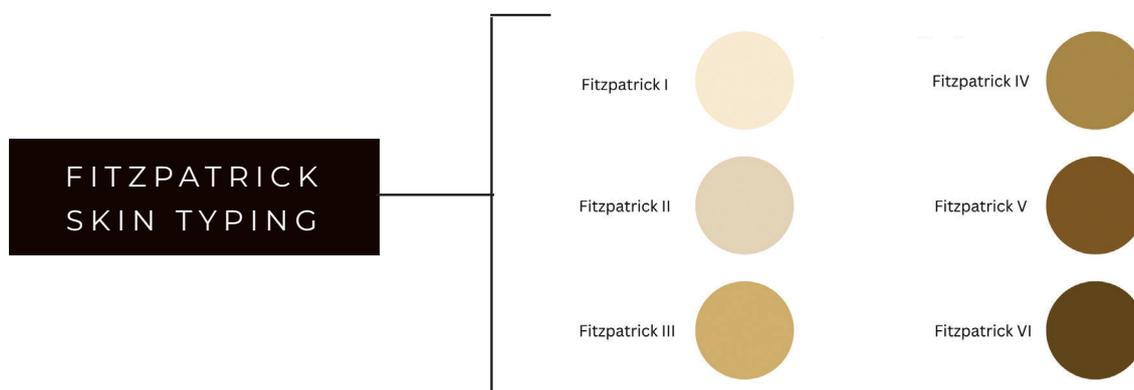
FITZPATRICK SKIN TYPING

The Fitzpatrick skin type describes a way to classify the skin by its reaction to exposure to sunlight.

The Fitzpatrick skin type (or phototype) depends on the amount of melanin (pigment) in the skin. This is determined by constitutional colour (white, brown, or black skin) and the effect of exposure to ultraviolet radiation tanning.

Pale skin burns easily and tans slowly and poorly: it needs more protection against sun exposure. Darker skin burns less and tans more easily.

Fitzpatrick skin phototype is a constitutional characteristic present at birth. We categorise skin colour with six phototypes. Fitzpatrick I is the palest of all skin colours with Fitzpatrick VI being the darkest skin colour.



We have categorised the Helyx Hybrid Dyes with relevance to the Fitzpatrick skin type theory. Please note, this can vary pending sun exposure on these skin types and skin undertone and should only be used as a guide only.

FITZPATRICK I

Honey Blonde
Smokey Blonde

FITZPATRICK II

Honey Blonde
Smokey Blonde
Auburn Haze
Maple Sugar

FITZPATRICK III

Auburn Haze
Maple Sugar
Hazel Wood

FITZPATRICK IV

Hazel Wood
Mocha Charm

Fitzpatrick V

Hazel Wood
Mocha Charm
Onyx Noir

FITZPATRICK VI

Onyx Noir
Mocha Charm

Elleebana has gone beyond the existing range of services and developed an innovative formulation for colouring and staining eyebrows with the option to offer a tattoo-like effect that is painless and achievable in one treatment.

Helyx Hybrid Dyes help to make eyebrows more expressive, disguising gaps in tweezered or receding eyebrows and the additional unique ingredients help to nourish and thicken the existing brow hairs, as well as strengthening and protecting the hair.

This product range has been produced with years of development and product research under the direct testing and product adaptation of Otto Mitter - Managing Director, Cosmetic Chemist for Elleebana Global.

HELYX HYBRID



UNIT 5.5 UNDERSTANDING INGREDIENTS HELYX HYBRID DYE

The Elleebana Helyx Hybrid Dye system has been carefully formulated with the highest quality ingredients including a patented proprietary blend of amino acids to mimic functional ratios of amino acids found in human hair.

Helyx Hybrid Dye contains KeraVeg 18 which is an innovative plant-based alternative to keratin treatments. This ingredient has been clinically proven with efficacy tests to strengthen hair by 21% after chemical services. This ingredient is also non-GMO and gluten free.

Along with this powerful ingredient technology, we have incorporated many botanical extracts to provide the hair with antioxidant protection from environmental damage, promotion of healthy hair growth, hydration, and shine. We have also added nutrient-rich lipids to provide conditioning and to support hair whilst having a chemical treatment.

Indian Gooseberry Alma extract (*Phyllanthus emblica* aqueous extract) - rich in tannins and polyphenols, Indian Gooseberry promotes hair growth and improves skin elasticity and hydration while providing anti-inflammatory properties to calm the area.

Saffron Flower aqueous extract (*Crocus sativus* flower aqueous extract) – is a natural colourant and an antioxidant.

Aloe Barbadosis extract (*Aloe barbadensis* leaf aqueous extract) – added to the formula to provide skin soothing and hydration while reducing inflammation or irritation.

Matricaria Chamomilla or German Chamomile (*Chamomilla recutita* aqueous extract) - the flowers from this plant contain compounds like apigenin, quercetin, patuletin, luteolin, and glucosides, which contribute to soothing and antioxidant properties.

Rosa Damascena Flower water (*Rosa damascena* flower aqueous extract) – provides a pleasant floral smell, hydrating properties and moisturisation to the skin.

UNIT 5.6 UNDERSTANDING INGREDIENTS DEVELOPERS



Helyx Hybrid Creme Developer

All colourant developers contain hydrogen peroxide to oxidise the pigments contained within the dyes. We have two developer consistencies to choose from, cream and liquid. Both of these developers are 3% (10 volume) hydrogen peroxide and are safe to use on brow hairs.



Helyx Hybrid Liquid Developer

Our liquid developer is mixed with the Helyx Hybrid Dyes prior to application to the brows. This developer is suitable for airbrush application as it provides a more liquid consistency.

The absence of waxy emulsifiers in the liquid developer does see the colour penetration into the upper layers of the epidermis to be slightly more significant than the creme developer giving a deeper colour pay off. The Creme Developer works with the dye in a way to make the product easier to manipulate than with the Liquid Developer, especially for beginners.

UNIT 5.7 TINTS, HENNA VS DYES



Elleebana Helyx Hybrid Dye is an innovative, highly pigmented liquid dye that can provide the user with a long-lasting effect similar to a stain or henna. The liquid formulation and viscosity allows for greater absorption and also easy application for layering colour and giving a bold skin stain result.

Helyx Hybrid Dye can last up to 7 days on the skin (depending on skin desquamation) and up to 6 weeks on the hair (depending on the hair growth cycle). Stain and colouration times will vary depending also on the shade used, application time and skin type. Using darker pigments will give a bold and long lasting skin stain, whereas lighter colours will be more subtle and suitable for lighter hair shades.

Helyx Hybrid Dye is specially formulated for eyebrow colouring, featuring a thinner viscosity that enhances its ability to stain the skin and provide a more defined brow look. This unique formulation is designed to deliver vibrant colour while integrating seamlessly with the natural brow shape.

In addition, Helyx Hybrid Dyes contain KeraVeg 18. This added benefit helps maintain brow health and appearance, making Helyx Hybrid Dyes an excellent choice for clients seeking both colour and enhanced brow care.

In contrast, Elleplex Profusion Tints are designed for lash and brow tinting and have a thicker cream consistency. While effective for lashes, it is less suitable for achieving the skin-staining effects desired for eyebrows.

Both products have very similar types of ingredients, they just vary in performance due to percentages of ingredients and viscosity.

Aside from being a naturally derived product, Brow Henna does not require an oxidising agent to penetrate the cortex and deposit colour into the hair.

Henna acts to coat the hair with the colour, smoothing the outer layers of the brow hairs giving the appearance of thicker and darker hair.

UNIT 5.8 HELYX HYBRID DYES WITH OTHER TREATMENTS

You will love the versatility of Helyx Hybrid Dye as it can be incorporated with many other beauty treatments at the same time.

Brow Lamination: Helyx Hybrid Dye is the perfect solution for achieving stunning brow colour directly after lamination. Designed with a henna-free formula, Helyx Hybrid Dye offers a safe and effective option for post-lamination colouring. Please remember, after lamination, the hair is more absorbent to hair colour so you may process in half the time as you would when not laminating the brows. Due to the pH change on the skin, you may notice skin staining properties are reduced post lamination.

Facials: Helyx Hybrid Dye can be incorporated with a facial treatment. We suggest waiting for the last step of the facial prior to application of moisturiser and SPF. You will need to add approximately 15 minutes to your facial treatment appointment and ensure there is no residual product left on the skin surrounding the brows prior to application. We suggest that no harsh exfoliation products or treatment be performed in the brow area pre or post treatment.

Waxing: Helyx Hybrid Dye creates a beautiful finish to your brow shaping treatment. Apply Helyx Hybrid Dye prior to the waxing service.

Tanning: As many tanning products contain strong pigments, we cannot advise if Helyx Hybrid Dye will react or change colour when tanning product is applied to the skin. We suggest avoiding tanning products to the face when Helyx Hybrid Dye is being applied to brows or wait for a period of 24 hours when tanning product has been removed from the skin.

UNIT 5.9 STORAGE OF YOUR PRODUCTS

With greatest care and precision, the colours are mixed and produced with exceptional quality in mind. This quality enables the user to achieve fantastic results each time using minimal products and saving money and time.

As with most hair colourants, the storage of products needs to be considered. To ensure the Helyx Hybrid Dyes work efficiently for the duration of the use-by-date, correct storage should be in a container or cupboard where light exposure is minimised. Excessive heat exposure should be avoided, therefore; storing products in a room temperature no greater than 24 degrees Celsius is vital for the life span and efficacy of these products.

Unopened, the Helyx Hybrid Dye will store for 3 years. When opened, the use-by-date is 12 months.

Cleaning your bottle for any residue from around the top of the bottle and inside the lid is important. You can do this with a tissue. Not only does it help keep your products looking clean and well-kept but it helps with oxidation. If you use any of the oxidised product to mix into your product when preparing, you will not achieve a true result.

Ensuring your lid is always replaced back onto your bottles of dyes and developer is also imperative as this product will also oxidise and become unusable without the lid being replaced quickly.

UNIT 5.10 MIXING RATIOS

HELIX HYBRID DYE MIXING RATIOS

Helyx Hybrid Dyes provide the perfect customisation ability for tailoring the perfect colour for your client's brows. You can choose from one shade or blend several shades to provide the perfect blend for your client's brow colour treatment.

One Shade Mixing Ratio:

Choose from one of the Helyx Hybrid Dye shades and mix 6 drops with the Helyx Hybrid Developer (Creme or Liquid). Decant 6 drops into the Ellee-Palette or mixing cup then add the same quantity of developer and mix thoroughly prior to application.

Two Shade Mixing Ratio:

Choose from two of the Helyx Hybrid Dye shades and mix quantities up to 6 drops with the Helyx Hybrid Developer (Creme or Liquid). Decant a blend of 6 drops total into the Ellee-Palette or mixing cup then add the same quantity of developer and mix thoroughly prior to application.

Three Shade Mixing Ratio:

Choose from three of the Helyx Hybrid Dye shades and mix quantities up to 6 drops with equal quantity of the Helyx Hybrid Developer (Creme or Liquid) into the Ellee-Palette or mixing cup and mix thoroughly prior to application.



DISSECTION OF THE BROW:

The dissection of an eyebrow is initially broken down into three areas:

1. Head/Anchor/Bulb of the brow and is the beginning or start of the brow closest to the middle of your face.
2. Body/Centre/Mid section of the brow is the area from the anchor of the brow to the arch of the brow.
3. Tail of the brow is the area from the arch of the brow to the end of the hair growth.

The brow will also have a baseline and topline that is either present or needs to be created if these lines are not in the correct shape/angle or straight enough.

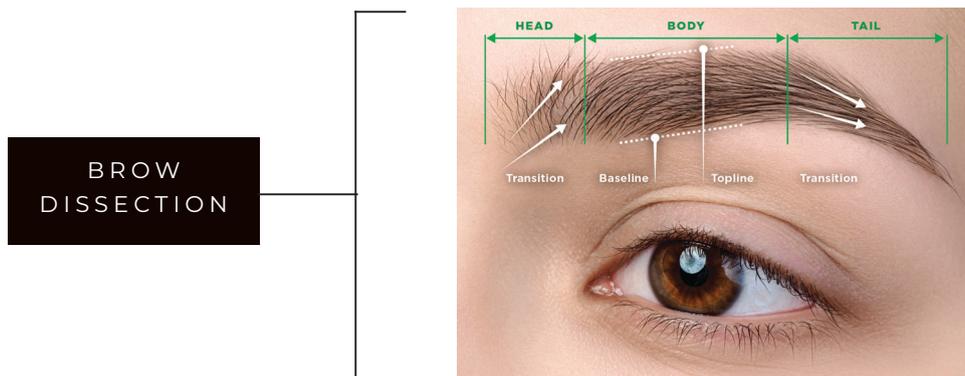
Within each of these 3 sections the hair naturally (in most clients cases) will grow hair in its own individual direction.

The anchor/head/bulb of the brow has hairs that naturally grow in an upward motion, pointing towards the forehead.

The centre of the brow will see the hair grow diagonally or sideways.

The tail hairs will grow in a downward direction.

Since each area already has a natural/biological growth pattern there needs to also be a transitional area where the hair direction is in between. These transitional areas will have a mixture of hair growth patterns.



EXCEPTIONS TO THE RULE While this is generally the dissection of a brow, there are also exceptions to these rules and these exceptions can be gender specific or genetically specific due to a clients heritage among other reasons also.



Here we see the image of an eyebrow whose tail hairs flick in an outward motion at the ends giving a bulbous appearance at the tail rather than a point.



This particular image shows the second transitional hair growth within the brow starting through a large portion of the body of the brow. The transitional growth pattern continues through the arch and the brow hairs are growing downward directionally.



Some brow shapes have less of a dynamic arch and are genetically straighter along the baseline of the eyebrow.

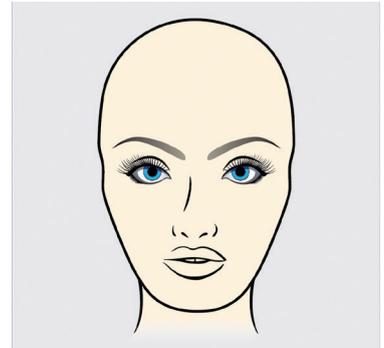
UNIT 6.2 FACE SHAPES FOR CORRECT SHAPING

FACE SHAPES

Determining your clients face shape is the first step to creating the most beautiful eyebrows. Not all faces are the same and correcting a brow shape can completely alter the appearance of a client offering symmetry and style. Below we have the regular face shapes and how you would generally style that brow.

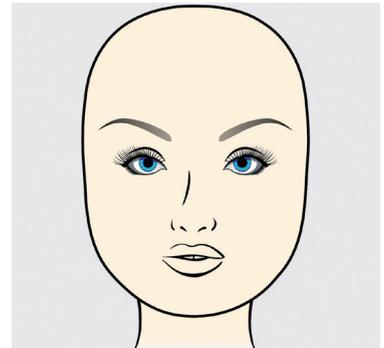
THE OVAL FACE

An Oval face shape is identified by a face that gracefully tapers towards the chin with a wider forehead and prominent cheekbones. Your goal here is to compliment this face shape and this is generally with a soft angled eyebrow shape. Nothing too hard or angular.



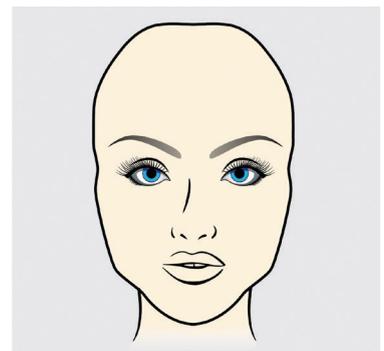
THE ROUND FACE

A Round face shape is evident when the face width and length are almost the same from forehead to chin area with a slight increase in width at the cheek areas. Your goal here is to make the round face appear less round and the face shape longer. A high arched brow accomplishes this look. Look for a brow shape that follows a straight line to the peak of the brow and creates more vertical lines. Stay away from a rounded brow shape. This makes a round face look very round. Most customers prefer the soft angled look.



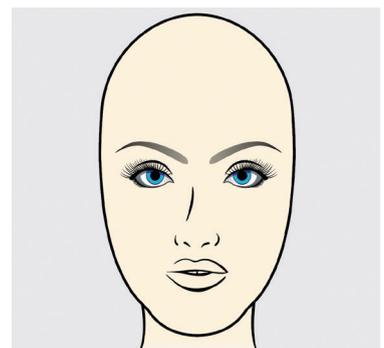
THE HEART FACE

The Heart face strongly tapers towards the chin with the forehead sometimes being a prominent feature. Ideally you would want to soften your clients look with curves and create a beautiful heart shape using the point of the chin as the heart bottom and the brows as the top of the heart. The curve that you would aim to achieve would be a soft, feminine and attractive curve. A low arched round shaped brow adds a natural look however if the length of the face shape is short you might like to heighten the arch a little.



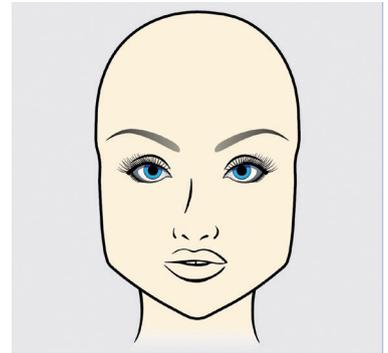
THE LONG FACE

A Long face shape has elongated definition from forehead to chin. Sometimes a prominent chin is apparent. The ideal goal is to aid in making the face appear shorter and you can create this by using straight or horizontal shaped brows and reducing the attention brought to the forehead region.



THE SQUARE FACE

The Square face is defined as having a forehead, cheekbones and jawline almost the same width and a square or boney jawline as the prominent feature. You would want to balance this strong feature with a strong brow or alternatively soften it with curves. Generally, a thicker stronger colour and shape balance the heavier jawline. A defined sharp peak at the top of the brow makes the brow appear stronger. Angled brows create this balance. However also consider the curved brow shape, suggested for heart face shapes. The curves soften strong features.



DETERMINING YOUR CLIENT'S FACE SHAPE

IF THE CLIENT'S FACE SHAPE IS NOT EVIDENT TO YOU OR YOU FEEL A LITTLE UNCERTAIN THERE IS A CALCULATION YOU CAN USE IN MOST CASES:

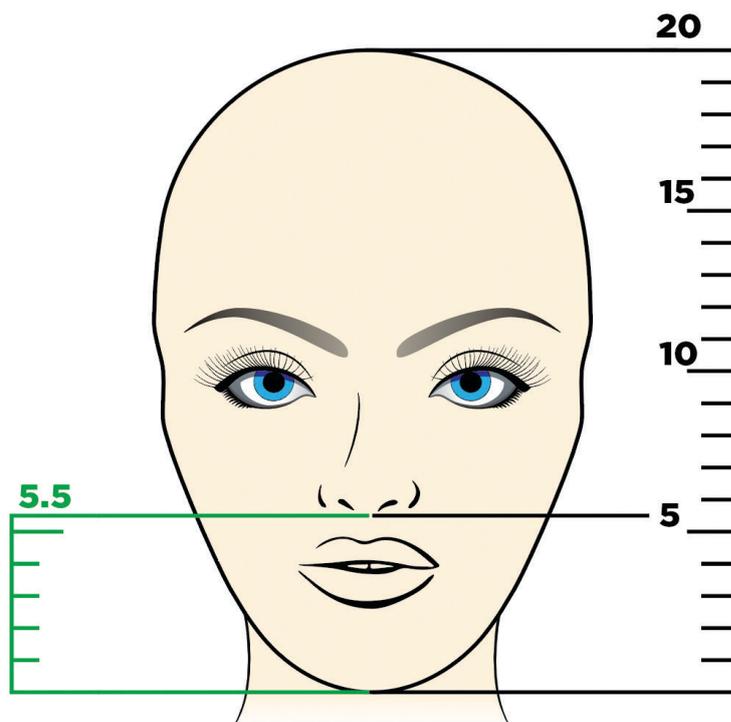
Measure the length of the face with a ruler. You can see in the image below the length of this face is 20cm.

Divide the total length by 3. Dividing 20cm by 3 is = 6.66cm.

Measure the length from the bottom of the nose to the bottom of the chin. This example shows that this distance is 5.5cm.

If the distance between the nose and chin is less than the total face divided by three (in this example 6.66cm) then generally speaking you will have a ROUND FACE.

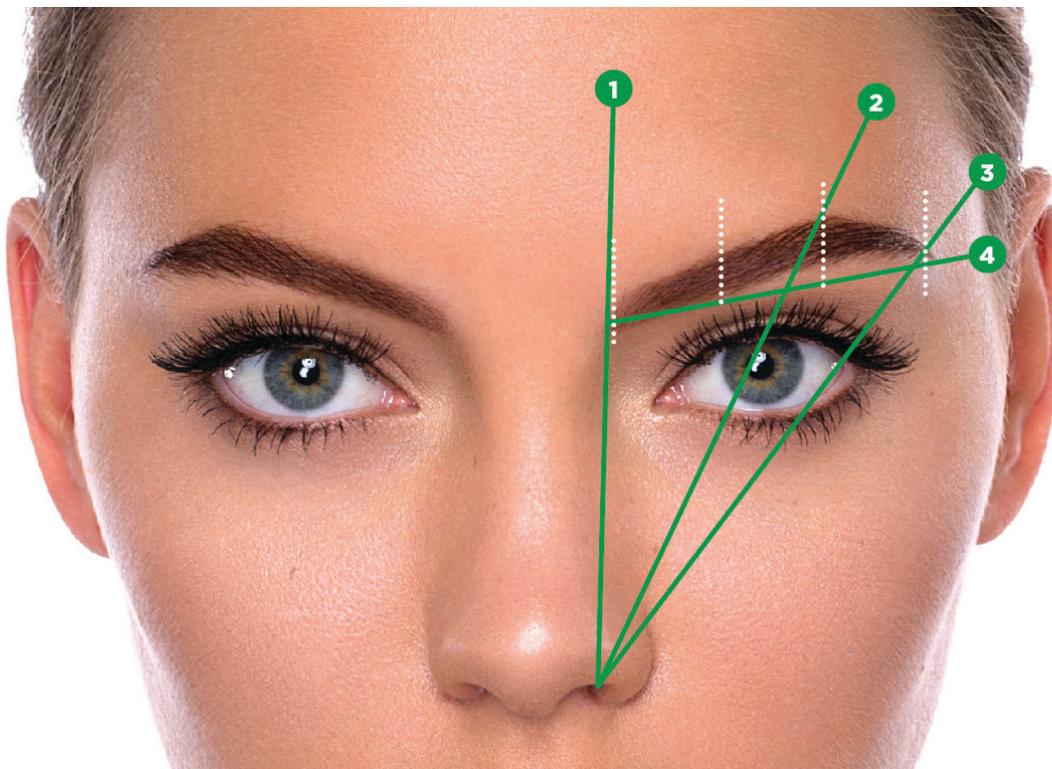
If the distance between the nose and chin is equal to the total face divided by three then chances are you have an OVAL FACE.



UNIT 6.3 BROW MAPPING

A simplistic and speedy method to measure the shaping for a brow using the following method:

1. Take a pencil or brush and place it at the corner of the nose, pointing upwards towards the inner corner of the eye. This is where the eyebrow should begin.
2. To determine where the arch should be, ask your client to look straight ahead and where the outer white section of the eye is, that is where the highest point of your eyebrow should be.
3. Now place the pencil or brush at the corner of the nose as before and diagonally to the outer corner of the eye. This is where the eyebrow should finish.
4. This marker is often where you look for the top joining section of the ear to where it meets the face. The tail often should not drop below this point as it will be dragging the brow too far downward.



The key elements you need to work towards for shaping using the Helyx Hybrid dye system, are clean lines. This is achievable with angled brushes or styling tools and a steady hand. You can tidy up and remove any dye from the outside of the design you mark using a white brow stencilling pencil easily if you work quickly.

Creating the arch for a client is easy by stencilling the ideal shape with the white brow pencil, showing your client your recommended shape and filling this using the dye product to your stencilled or mapped shape. It is important to consider any additional time spent on creating shape will require you to charge additional prices for your time. You may prefer to use a sticker/ruler or caliper to measure mapping and this is absolutely your preference to do so. Always remembering that a harmonious, complementary and carefully mapped shape is what you are attempting to achieve with all clients.

BROW MAPPING EXERCISE



UNIT 6.4 HELYX HYBRID DYE PROCEDURE

PROCEDURE FOR HELYX HYBRID DYE APPLICATION

1. **Patch Test:** Check the results of a patch test performed 48 hours prior to the treatment to ensure that your client has had no reaction, if a client has refused a patch test ask them to sign an indemnity form.
2. **Check for contraindications:** (all general contraindications plus any apparent eye or skin infections in the treatment area.)
3. **Discuss current brow colour, hair colour and brow shape:** Be sure to consult with your client about their expectation of the result and ask them if they might like to try a recommendation if you think something might be more suitable. Perform this consultation in-front of a mirror. Explain the procedure, what you will do and how your client will look and feel during and after the treatment.
4. **Client Preparation:** Once your client is comfortable on the massage table or treatment bed, you may wish to wrap a protective hair band around your client's head and check the pressure and feeling of this with your client.
5. **Skin Preparation:** Using Elleebana Make Up Remover on a makeup remover pad, cleanse and remove all makeup from the brow area.
6. **Product Preparation:** Shake your Helyx Hybrid Dye bottle before dispensing into palette. Gently tip your Helyx Hybrid Dye bottle to release the dye. Disperse the appropriate amount of dye (6 drops) into your Ellee-Palette or mixing dish and add the same quantity of Helyx Hybrid Developer (Creme or Liquid).
7. **Mixing ratios:** We recommend considering using a little more if you are colouring a heavier, larger brow shape.
8. **Application:** Using the application brush mix the product together in the Ellee-Palette or mixing dish and wait until you achieve the correct consistency.
 - Using your angled brush, apply dye to mapped brow, starting with a stamping and pressing method to create a crisp outline on the brow baseline arch to tail.
 - Once you have created a crisp outline, on the base, move to the topline and repeat application from arch to tail.
 - Depending on whether you are using a colour-building method or a layering method as to the processing time you choose.
 - Move to the head of the brow applying dye from the baseline to the arch, meeting up with the tail application and then continuing on to the topline of the brow.
 - If you are wanting an ombre effect, you will remove the dye from the brow head earlier than the rest of the brow.
9. **To remove** Helyx Hybrid Dye, use a cotton pad or cotton tip and then finish with a damp cotton pad to ensure no residual dye is left.

NOTE

- When using Helyx Hybrid Dyes please be aware that in order to achieve the full depth of colour and lasting result on a client's eyebrow, you will need to process the colour for the entire time frame of 10 - 15 minutes however, you can monitor this colour processing and if you feel the colour is processing too dark for your client, you can remove sooner.
- If you have performed a service on the eyebrows such as a brow lamination prior to your Helyx Hybrid Dye application, you will need to adjust your colour processing time accordingly. Often because the cuticle scales of the hair are raised from the lamination process, the colour deposits will occur much sooner and faster and you may see the colour process in half the time it normally would.
- For first time clients we recommend the colour-building method.

APPLY YOUR PRODUCT

Colour-building method

If your client has come to you for the first time, we recommend using the colour building method of application. This helps you to gauge an understanding of how well the colour is suited to the client and also how quickly the client's hair takes to colour. Once you are more confident with your client's brows and the colour that suits them you don't need to apply and remove using this method. This exercise is more about building confidence and ensuring the client is happy with the result.

1. Ask your client to close their eyes and start at the arch of the brow, applying the product outwards to the tail.
2. Remove any colour that has seeped outside of the desired brow shape quickly with a cotton tip.
3. Allow the colour to process for approximately 60 seconds and remove using a makeup remover pad. This allows you to see how quickly the brow will take to the colour and for the tail to darken to match the anchor or inner brow colour as the tail is often far lighter in colour and there are more lighter, vellus hairs present in this area.
4. Repeat this procedure of colour application to the tail of the brow if after removing at the 60 second mark you have not yet matched the inner brow colour.
5. Once the tail of the brow is the same shade as the full part of the brow, apply the dye all over the brow, shape by removing any dye in areas that are undesired, and leave again for another 60 seconds. Performing gradual colour deposits for the brows allows you to monitor that the brow will not become too dark too quickly.
6. Repeat this step depending on how quickly the dye takes to the individual and how dark the client wants their brows to be.
7. Pay particular attention to your timer and ensure that you do not over process one side more than another.
8. Once the final desired colour is reached, rinse the remaining dye residue with a makeup remover pad and water. This is to be sure that the remaining dye will not continue to process, and the oxidant is removed.

Layering method

Consecutive Layers: Layering can also be applied with consecutive layers being applied on top of each other so each layer develops and deepens to provide an optimal stain result, this is the preferred method when confidence of colours and product is achieved. Layering can help achieve a more intense or customised shade, giving you flexibility in colour results for your clients.

UNIT 6.4 HELYX HYBRID DYE PROCEDURE

Ombre Effect

If you feel you are confident with the client's brow hairs and how quickly they take to colour, you may wish to work in a more conventional tint application method. Having confidence is key here as you want to be familiar with your dye colours before moving forward to applying without using the building method.

Working from the arch down to the tail area first on each eyebrow, tidy and remove any dye that is outside of your desired shape or mapping.

Without removing the colour deposit, you can then apply to the body of the brow.

Finally add dye to the head of the brow. This will process for less time than the body and tail of the brow.

Remove the head of brow after 3-4 minutes and allow the body and tail of the brow to process for the entire processing time. If you feel the head requires further colour, reapply dye mix for 1 - 2 minutes before removing again.

Developer (oxidant) Wash

The developer/oxidant wash technique is great if there are more than a few individual grey hairs and more of a salt and pepper effect throughout the brows. This technique can also be used to help a brow colourant last longer if the client is regularly using active products.

Usually during a brow colour service, the effect of each oxidative dye is based on the following components: an alkalising agent (oxidant/developer) and oxidative colouring agents. The alkaline agent has the effect of opening the outer hair layer so that colouring and oxidising agents can penetrate the hair shaft more easily. The developer is mixed with the colour prior to application usually and the oxygen is released by the reaction between the alkaline agent and the oxidising product.

It triggers the actual colour-changing reaction. Large, coloured molecules are formed within the hair's cortex which are resistant to being washed out of the hair. Simultaneously, the oxygen released will lighten the natural melanin pigment in the hair so that the new colour can be seen, effectively replacing the hair's natural colour. During an oxidant wash the opening effect on the outer hair layer allows for deeper penetration and longer lasting effects.

1. Dispense a small amount of Helyx Hybrid Developer into an ElleePalette or mixing dish.
2. Brush onto the brows using an Angled Ellee-Brush
3. Leave for 1 - 2 minutes depending on the quantity of grey hairs
4. Rinse using a wet cotton makeup remover pad
5. Continue with preparation for regular brow styling.

BEFORE

AFTER



Mocha Charm



Hazel Wood + Maple Sugar



Honey Blonde

UNIT 6.5 AFTERCARE

After colouring eyebrows with Helyx Hybrid Dyes, following correct aftercare is critical to maintain the colour and health of the brows.

The great thing about brow dye colouring treatments is that it is a very low maintenance procedure however, there is some extra care required over the first 24-48 hours.

- Be gentle with your brows, avoid touching and rubbing immediately after application
- Water & Steam
 - Avoid swimming in the first 24 hours, strong chemicals used in pools and spas may strip the colour from the brows
 - Use of Sauna/Steam is possible after 24 hours but may weaken the effect of the service
- Skincare
 - Use a gentle cleanser around the brows to avoid stripping the dye from the hair. We recommend using Elleebana Make Up Remover.
 - Avoid using harsh or exfoliating products or treatments in the brow area.
 - For the first 24 hours we recommend avoiding application of makeup directly to the eyebrows. This helps prevent irritation and allows the dye to settle properly.
 - Avoid application of Alpha or Beta Hydroxy Acids to the brow area as this may shorten the duration of the skin stain.
- Protect from Sun Exposure
 - Excessive sun exposure may cause the dye to fade faster. Consider wearing a hat when in the direct sun, particularly the first 24-48 hours.
- Aftercare
 - Applying Elleeplex Hyaluronic Boost Serum every morning and night to the brows will ensure brow hair health and hair hydration and allow the dye to remain in the brow hair for longer.
 - Applying Elleeplex Advanced Aftercare Serum every morning and night to the brows will ensure brow hair health and hair hydration and allow the dye to remain in the brow hair for longer.
 - Apply either or both serums prior to ElleeFix Brow Styling Wax.



As part of your training today, you've received a Helyx Hybrid Dye Kit. This kit has been designed for efficiency and value, offering approximately 700 applications in total, with each individual colour providing around 100 applications (depending on the area being treated).

With a cost per treatment of roughly \$0.20, if you choose to charge \$40 per service (excluding brow shaping), performing all 700 services could generate up to \$28,000 in revenue.

PRICING YOUR SERVICES

When setting prices for your treatments, it's essential to find a balance. Avoid undervaluing your time and expertise, but also take care not to overpromise while you're still building confidence and refining your technique.

During your learning phase, we recommend being transparent with your clients. Consider offering treatments at cost or for free to family and friends as part of your practical training. Once you feel confident in your skills, you can start charging clients and gradually increase your pricing based on experience.

FACTORS THAT INFLUENCE PRICING

The price you charge for Helyx Hybrid Brow Dye services should reflect several considerations:

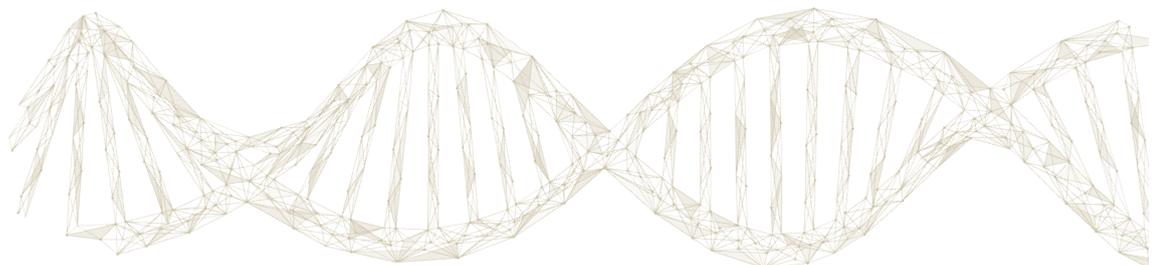
- Your salon or business location
- Competition – How many other professionals in your area offer similar services and at what price?
- Your experience and skill level
- Time required to perform the service
- Your target demographic

SUGGESTED PRICING MODELS

Eyebrow waxing services (without colour) typically range from AUD \$30–\$60, with treatment time varying from 15–30 minutes.

When incorporating Helyx Hybrid Dye into a bundle with your brow wax and sculpt service, the total service time may increase to 30–45 minutes. For this full-service treatment, you can reasonably charge between AUD \$60–\$90.

If you are offering the dye application on its own, a standalone service price of AUD \$30–\$40 is recommended.



UNIT 7.2 BUILDING YOUR CLIENT BASE

Growing your client base can feel like a big task, but by following a few simple and effective strategies, you'll be well on your way to filling your appointment book with loyal, returning clients.

1. **REFERRALS:** Turn Clients Into Your Hype Squad - Word-of-mouth referrals remain one of the most powerful tools for attracting new clients. Your existing clients are your best ambassadors - especially when they leave your salon loving their brows.

Encourage them to share the love by offering a "Refer a Friend" reward. This could be a discount on their next treatment, a complimentary add-on (like a brow massage or lash tint), or a small product sample. Just ensure the referred client books at full price to make the reward worthwhile for your business. You can even give clients a few referral cards to hand out or share a special referral code they can send digitally.

2. **ONLINE PRESENCE:** More Than Just a Website - These days, people will Google you before they ever pick up the phone or book online. If you don't have a professional and welcoming online presence, they'll find someone who does.

A basic, mobile-friendly website with clear service offerings, price list, online booking, and a portfolio of your work is essential. Use platforms like Wix, Squarespace, or Shopify (especially if you plan to retail products). Don't forget an FAQ page—this reduces messages in your DMs and builds client confidence.

If building a full website is too much right now, at least ensure your Google Business Profile is up to date and includes reviews, photos, hours, and your booking link.

3. **SOCIAL MEDIA:** Show Off the Brows, Show Off the Vibes. Instagram and TikTok are your digital shopfronts - clients don't just want to see your work; they want to know your vibe. Post beautiful brows, of course, but also give sneak peeks behind the scenes, share client reactions, talk about your products (like Helyx), and show your personality.

Some quick tips:

- Invest in a good ring light for consistent photo quality
- Create a branded photo backdrop or use consistent editing for a polished feed
- Ask happy clients to tag you in their selfies and reshare their posts to your stories
- Use before-and-after reels to boost engagement (they perform really well!!)
- Make sure your bio includes a call to action and a booking link

4. **EVENTS & COLLABORATIONS:** Make a Local Buzz!

Stand out by creating local connections and experiences. Hosting a Brow Launch Event or a "Brow & Bubbles" open house is a great way to introduce new services like Helyx Hybrid Dye to your community.

Ideas to consider:

- Partner with a local hair salon, nail tech, or boutique for a collab event.
- Offer limited-time bundles like "Book a brow wax + Helyx Hybrid Dye and receive a free brow styling product or aftercare card."
- Gift clients small branded goodies—mini wands, sachets, or cookies with your logo.
- Use launch week countdowns on social media and add a booking urgency with limited spots or exclusive perks.

Want a bonus tip? Start collecting client testimonials — either written or short videos. They build trust faster than any ad ever could.

Clients are looking for a knowledgeable, talented and creative lash and brow artist who can provide them with confidence but that alone will not always make them loyal. Clients who will return time and time again are looking for customer service, a place where they feel at home and VIP treatment.

1. **Be Real** - Don't give false hope, make sure to be super transparent with your clients lash and brow goals and how you will help achieve them.
2. **Client Education and Awareness** - You need to gauge your client's understanding of what you are about to do as lack of a customer's awareness of your service can be a contributor to their dissatisfaction. If your client has no previous experience, they are more likely to expect miracles. Here are some questions for ensuring a successful result:
 - What do you know about tinting?
 - Have you ever had your brows waxed in the past?
 - Have you had your lashes tinted?
 - If the answer is yes, what did you like/not like about them?
3. **Be Reliable** - One of the biggest mistakes lash and brow artists make is being unreliable. Don't shuffle and change or cancel your clients. It's understandable as an emergency but if you get in a habit, you will notice the negative impact on your business.
4. **Recognise your Regular Customers** - Try and remember past conversations and important details about your regular clients this will show you care and you are building a relationship, not just offering a service.
5. **Loyalty programs** - customers want to know that they are valued, you can offer them a loyalty card, buy 5 lash or brow treatments and get your sixth free (or 50% off).



UNIT 8 BONUS STYLING TECHNIQUES

UNIT 8.1 BROW CORRECTION

When performing your client consultation, this is the ideal opportunity to discuss brow shape and any correctional techniques that may be incorporated into the service.

As Helyx Hybrid Dyes have the ability to provide a skin stain, this is the perfect treatment to stain the areas where brow hairs are missing. For instance, a client who may have a condition known as hypothyroidism, may present with the outer third of their eyebrow missing. The tail of the brow may be recreated with the Helyx Hybrid Dye staining the skin in this area giving the appearance of hair in its place.

Any gaps in the brow due to scarring, hormonal influences, particularly postpartum hair loss or nutritional deficiencies, may benefit from a Helyx Hybrid Dye service. Along with the strong pigment that will provide skin staining, the KeraVeg 18 will also provide strength and support for existing hairs.

UNIT 8.2 MALE CLIENTS

While most women enjoy the effect of the skin stain offering the appearance without the need to actually apply makeup to their brows each day, male clients will generally prefer more subtle results with the Helyx Hybrid Dye application.

As men will often experience salt and pepper (sporadic greying) colouring through their brows as they age, or bleaching from the exposure to ultraviolet radiation, Helyx Hybrid Dye offers the option to provide a more consistent colour to the brows with several technique options:

Full colour: This provides colour on the entire brows without the staining of the skin that we like to achieve with the female brows. Using the Angled or Flat brush apply the Helyx Hybrid Dye to the hairs. You can still apply to the skin if there are gaps in the brow. You may wish to process for a shorter time frame if you are not wanting to go too dark. 5-10 minutes will be suitable for this application.

Flash application: This provides a blended colour result to the brows and is suitable when only a hint of colour is required. Using a disposable mascara spoolie, brush Helyx Hybrid Dye through the brow hairs. Process from 5-10 minutes. This is a great technique when the male client is concerned about having a 'block' appearance to the brow as it will blend any bleached or greying hairs through the natural colour of the brows. Several layers may be applied until you achieve your desired result.



UNIT 8.3 CRISP OUTLINES



Obtaining the crisp and clean outline of a Helyx Hybrid Dye application can be tricky as the product can smudge due to its liquid state. Getting this result though is ideal for your promotion as these hybrid brow dye images have crisp lines and will be a perfect showcase of your skill. It also allows your clients to have the perfect guide for their brow fill ins when they need to begin touching up their Helyx Hybrid Dye with their make up. Giving them these guidelines helps to build their makeup confidence also.

In order to create defined brows with Helyx Hybrid Dye, the first rule is if you need to clean any product from the wrong area you must do this right away, don't leave any product anywhere outside of your desired location for any amount of time as this bleeding effect detracts from the crisp line.

Using your angled brush collect some dye in the brush but then press gently against the mixing dish. This pushes out the excess, thins out what is on your brush and prevents bleeding of your colour from your desired line.

Starting from the baseline at the tail of the brow, stamp the brush while holding it in a perpendicular direction to the face along the baseline towards the brow body in small clean dabs that follow your desired shape.

You are creating the outline first so once you have finished the baseline of the brow then you outline the topline in the same stamping manner. If any excess product is within the centre of the brows (not only on the outline) that is completely fine but you mainly want to focus on the outline first.

If you are creating an ombre effect you may wish to leave the outline at the head of the brow as unfinished for now.

Once you have created your first outline on the first eyebrow, move to the second eyebrow and allow the first outline to begin to dry.

When you are ready to begin filling in the entire brow you can apply the rest of the dye to the brow, this will mean you won't see the inner lines of the outline through your application and the outline will seamlessly blend into your inner brow application.

UNIT 8.4 AIRBRUSHING



If you offer airbrushing in your salon, Helyx Hybrid Dye may be incorporated in your current colouring menu. Helyx Hybrid Dye may be airbrushed onto the brows for a more long-lasting brow colour and skin stain. When mixing your Dye, use our Helyx Hybrid Liquid Developer in equal parts of Dye in your airbrush device. This should be performed on a cleansed skin and prior to application of skincare.

Process the dye for 10-15 minutes, then remove with cotton pads.



CRITERIA CHECKLIST

WORKSHOP VENUE: _____ **DATE:** _____

		C	NYC
1	Station set up – all products displayed neatly, organised with a clean area.		
1.1	Wash hands and prepare for treatment – towels, disposables and access to fresh water and waste disposal.		
2	Consultation of client – Indemnity form, patch test, contraindications, procedure explained, treatment outcome and aftercare have been explained.		
2.1	Clients expectations – discussions about skin tones, skin stain and hair colour longevity have been explained.		
2.2	Face shape and face measuring to determine face shape and ideal style for the brow has been discussed with client		
3	Cleanse and prepare the eye area and remove make-up and natural oils.		
4	Ideal client brow style is drafted using the Elleebana brow pencil or mapping string and the client approves the shape.		
5	Shake the Helyx Hybrid Dye bottle to release the dye.		
6	Dispense correct ratio of product required.		
7	Helyx Hybrid Dye colours are mixed together with the chosen developer to achieve a smooth and workable consistency.		
8	Helyx Hybrid Dye is evenly applied to the brow area in the desired shape, using one of the following methods, colour- building method, layering method or ombre effect.		
8.1	Dye that is outside of the desired shape is tidied up and removed from the area.		
9	Helyx Hybrid Dye colour is left to process for the required time.		
10	Once the final desired colour is reached, rinse the remaining dye residue with a makeup remover pad and water.		
11	Shaping if required.		
12	Brush and finish the brow area with a mascara wand.		
13	Correct aftercare advice explained to the client and re-booking appointments made.		
14	Correct storage for Elleebana Helyx Hybrid Dye explained.		

I, the student, acknowledge that I have been shown the Elleebana Helyx Hybrid Dye training manual and procedure and that I understand all techniques and elements and I am satisfied with my training. I understand that follow up support can be obtained from my trainer or the head office in my country by phone or email.

STUDENT NAME: _____

PERSONAL PHONE: _____

EMAIL: _____

PERSONAL ADDRESS: _____

_____ **POSTCODE:** _____

CERTIFICATE NUMBER: _____

CRITERIA CHECKLIST



Do you agree to your salon being listed on our website as a salon that offers Elleebana Helyx Hybrid Dye treatments?

YES NO

If not please still complete the salons details but mark the “no” section- this means we keep your salon details private but we can still contact you or send you information if need be. If you are a home salon and wish your salon details to be listed on our website please indicate by completing the section below your salon details you want to share.

SALON NAME: _____

SALON EMAIL: _____

SALON PHONE: _____

SALON WEBSITE: _____

FACEBOOK PAGE: _____

INSTAGRAM PAGE: _____

SALON ADDRESS: _____

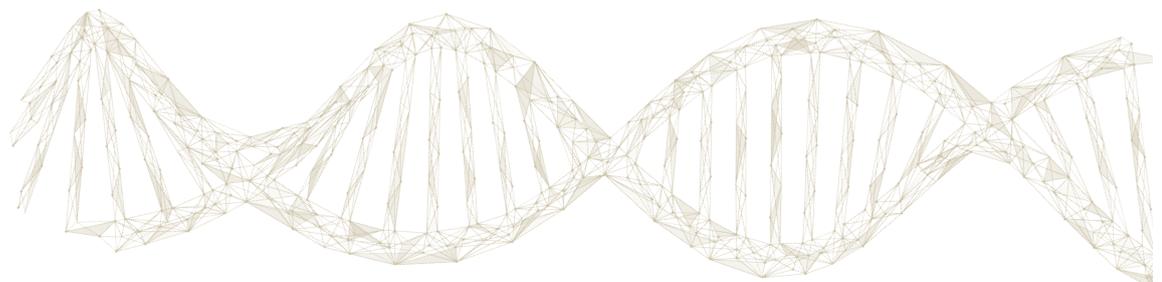
_____ **POSTCODE:** _____

Trainer signed: _____

Trainee signed: _____

***Please note:** This form is completed at your workshop and given to your trainer. Please ensure handwriting is legible and spelling is correct.

***Please note:** We can not offer re-prints of your certificate used without a reprint charge being issued to you so please ensure care is taken with your certificate issued today.



HELYX HYBRID

COLOUR STYLING GUIDE

-  **ONYX NOIR**
BLACK
-  **MOCHA CHARM**
DARK BROWN
-  **AUBURN HAZE**
RED BROWN
-  **HAZEL WOOD**
MEDIUM BROWN
-  **MAPLE SUGAR**
LIGHT BROWN
-  **SMOKEY BLONDE**
ASH BLONDE
-  **HONEY BLONDE**
LIGHT BLONDE

RICH MOCHA :



TOFFEE MIST :



LIGHT MAPLE :



DARK WARM BROWN :



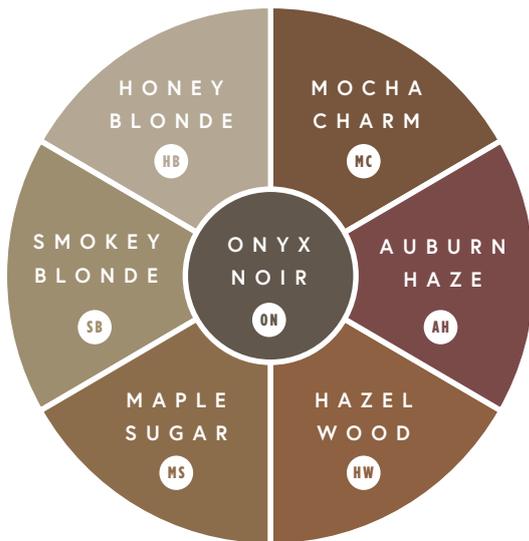
MEDIUM WARM BROWN :



LIGHT WARM BROWN :



VANILLA BLONDE :



BEFORE

AFTER

 HAZEL WOOD CAN BE USED INSTEAD OF  MOCHA CHARM DEPENDING ON THE BASE HAIR COLOUR OF THE INDIVIDUAL.

DISCLAIMER:  COLOURS ARE INDICATIVE – RATIOS AND RESULTING COLOURS ARE A GUIDE ONLY.  FINAL RESULTS WILL DEPEND ON THE BASE HAIR COLOUR OF THE INDIVIDUAL.



HELYX HYBRID

