PhiBrows is a manual, semi-permanent technique of hyper-realistic eyebrow drawing in which the shape of eyebrows is calculated according to facial morphology and golden proportion (phi 1,618).The technique is intended for anyone over the age of 18. In order to successfully perform the treatment, the skin must not be in the regeneration process, i.e. it must not be damaged. If there is eczema, seborrheic dermatitis, acne, pimples or any damage in the eyebrows area, seven days before treatment the client can use PhiTopic cream that will eliminate the problems (instructions for use can be found on the package). PhiTopic can be purchased from your technician.

Pain during the treatment is relative. Scared clients usually feel stronger pain, while the other clients compare such pain with the one that they feel when plucking out their eyebrows. In addition, it is not recommended to do the treatment while menstruating due to an increased sensitivity to pain. It is possible to use light anesthetics, in the form of cream and/or gel, to eliminate some sensitivity during the procedure. Gel is preferred due to less likelihood of an allergy.

 Abrasive treatments such as peelings, fruit acids, chemical peels, laser treatments and similar should be avoided a month before the treatment. Also, one month before the treatment, Botox or fillers should not be used. Pigment is applied manually in the surface layer of the dermis. Pigment is determined according to the natural color of the eyebrows and hair. After healing, pigment can become several nuances brighter compared to natural hair color.

Symmetry is calculated using PhiBrows application. It is calculated while the clients' eyes are closed because in that way mimetic muscles that can affect eyebrows' symmetry are relaxed. Pictures of prepared shapes, as well as all other important information, are stored in the application, under the Treatment History section. Strokes are always drawn in the direction of natural hair growth in order to achieve hyper-realistic eyebrow look.

Treatment is done by using sterile and disposable tools, while pigments are of the highest standard (PhiBrows microblading pigments). If necessary, correction is done a month after the treatment as 10-15% of strokes can be lost after the first treatment. Inserted pigment is very dark during the first 5 to 7 days. Seven days later, it loses up to 40% of its intensity. If you think that pigment is too dark, do not try to fade it by yourself. Be patient, first wait for 7 days until it fades away naturally. The duration of pigment retention in your skin depends on the skin oiliness. The oilier the skin is the shorter pigment retention is. Sweating and sun exposure also affect pigment retention. On average, expected time until new refreshment of pigment is 10 to 12 months. If the skin is oily, it takes up to 6 months. Healing is completely done 28 days later and then it is necessary to add the pigment that was lost in the meanwhile. If the skin is problematic and oily, several such corrections can be made.

Post-treatment care makes 70% of total treatment success. Conscientiously stick and adhere to the given advice, because if you don't do that, you can lose up to 80% of drawn strokes. Rinsing and applying the cream is of great significance.

How successful the treatment will be depends on:

- skin quality
- post-treatment care
- exposure to various external influences

None of these factors are under the Artist's control, thus providing any guarantee for the treatment is not possible.

Before the treatment always consult with your artist if you:

- have problematic skin
- have serious health issues
- take certain medications
- already have an old PMU on your eyebrows

Before the treatment, get familiar with the post-treatment care procedure.

Before the treatment:

Before each treatment, the skin should not be burnt, nor in recovery or regeneration process. The following treatments are not recommended 30 days before the treatment:

- botox and fillers
- fruit or lactic acids
- laser treatments
- chemical peel
- exposure to strong sunlight