Brow Mapping
by RefectoCil

Brow Mathematics!

Several factors play an important role in creating a look that is true to your type. Every face has its own characteristics. Recognising and taking into account individual needs is essential for Brow & Lash Styling and for you as a browista. Like a hairstyle, eyebrows and lashes also change a personal look. Do not blindly follow current trends, but shape the brows and eyelashes that suit the face of the respective client.

1.First determine the basic shape of the eyebrows, according to the golden ratio with the 2/3 - 1/3 rule and measure the shape with the Brow Mapping.

2.Additionally, adjust the eyebrows and eyelashes to the individual face and eye shape.
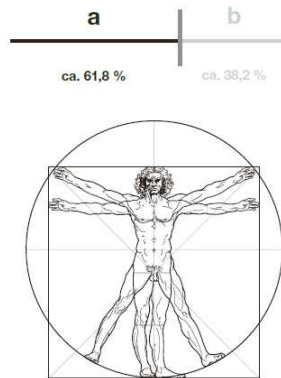
The Golden Ratio
The golden ratio is a mathematical formula (division ratio) for calculating beauty and is used for measurement in painting, photography, architecture and the beauty industry. It is considered the ideal principle of aesthetic proportioning. But the golden ratio is also important in nature - for example in the arrangement of leaves and in the inflorescences of some plants.
We describe a face as particularly beautiful and harmonious (symmetrical) when it corresponds to the optimal proportions of the golden ratio ("divine proportions") of 1:1.618.

Even though there are many different styling options, there is one rule that applies to all of them! The ideal brow shape is 2/3 ascending and 1/3 descending. Regardless of face shape or style, this shape opens up the look and makes us look more symmetrical.
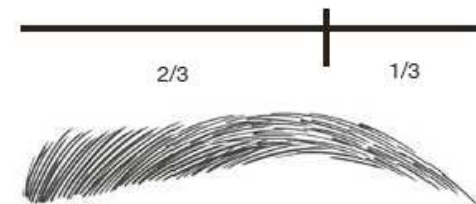
Brow Mapping

Brow mapping involves measuring the eyebrows using a number of fixed points. The aim is to define an even and symmetrical shape. It serves as a basis for finding a brow shape that flatters the shape of the face. Brow Mapping is an aid in shaping and tinting the eyebrows and also helps in client counselling, because the client can view the drawn shape in advance and express her wishes.

In **Basic Brow Mapping**, the eyebrows are measured using three fixed points.

To be used on:

• Clients with well-shaped eyebrows, where hardly any change in shape is necessary.
• Regular clients, for regular control of the shape.

BASIC MAPPING

ADVANCED MAPPING

In **Advanced Brow Mapping**, the eyebrows are completely measured with the help of a coloured thread and individual fixed points, so that a kind of template is created for the subsequent colouring or shaping of the brows.

To be used on:

• New clients, for a detailed analysis of the current situation and definition of the next steps.
• Clients with inappropriate/strongly asymmetrical eyebrow shape.
• Need to remodel the shape.

BASIC
BROW
MAPPING

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BASIC MAPPING
1

PREPARATION

Cleanse the eye area thoroughly with **RefectoCil Micellar Eye Make-up Remover.**

Dry the eye area and **brush** the eyebrows upwards **with the spouli** before application.

Measure the following 3 points using the RefectoCil brush. Mark them with the RefectoCil Brow Mapper by drawing 2 cm long lines above the eyebrow.

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2 BASIC MAPPING
MEASURE & MARK

Beginning of the eyebrow: Hold the brush to the nostril: This is where the eyebrow begins.

End of the eyebrow: Hold the pencil at an angle from the wing of the nose to the outer corner of the eye: this is where the eyebrow ends.

The highest point: Hold the brush diagonally over the eye, through the outer edge of the pupil: This is where the arch begins.

Using these **marking points, you can colour and style the eyebrows in the correct shape.**

ADVANCED
BROW
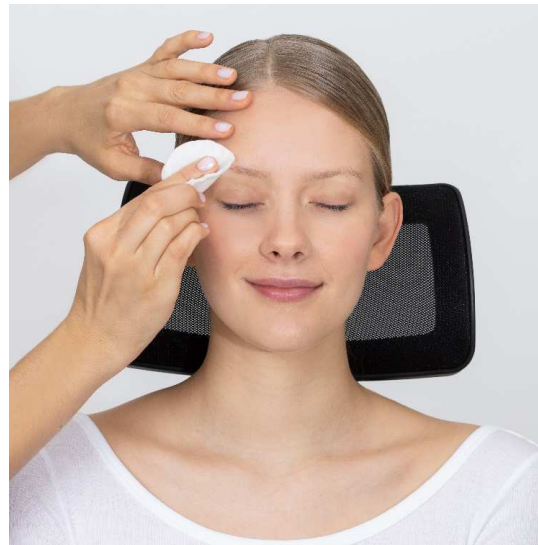MAPPING

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PREPARATION

Cleanse the eye area thoroughly with **RefectoCil Micellar Eye Make-up Remover.**

Dry the eye area and **brush** the eyebrows upwards **with the spouli** before application.

Shorten a **thin thread** (e.g. sewing thread) and pass it over the **RefectoCil Brow Mapper until the thread is dyed white**.

2 ADVANCED MAPPING
MEASURE & MARK

Place the thread in the **centre of the bridge of the nose** and extend the line.
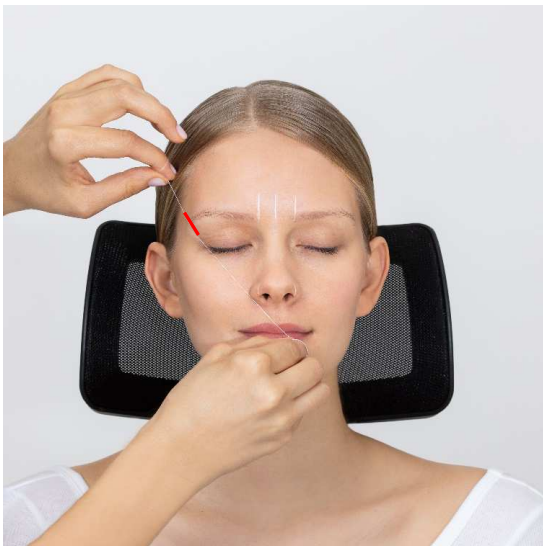

Mark the **beginning of the brow** by placing the taut thread **vertically upwards over the brow starting at the nostril**.

Repeat the process on the second eyebrow.

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2 ADVANCED MAPPING
MEASURE & MARK

Mark the optimal brow **length** by placing the thread at the following points: **1) lip heart 2) outer nose wing 3) outer corner of the eye.**

Repeat the process on the other side.

Mark the **highest point** of the brow by placing the thread at the following points: **1) outer wing of the nose 2) through the outer edge of the pupil 3) over the eyebrow.**

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2 ADVANCED MAPPING
MEASURE & MARK

Repeat the process on the other side.

Place the thread **horizontally under the brow to measure the lowest point** of the brow.

Place the thread **horizontally and above the beginning** of the brow to **mark the width** of the brow

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2 ADVANCED MAPPING
MEASURE & MARK

Place the thread on the **lower line** and **stretch it over the highest point of the eyebrow**.

Repeat the process on the other side.

Place the thread on the **upper line** and **stretch it over the highest point of the brow**.

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ADVANCED MAPPING
MEASURE & MARK

Repeat the process on the other side.

Place the thread on the **upper edge at the end of the brow** and mark the **lowest point of the brow arch.**

Place the thread on the **lower edge at the end of the brow** and **mark the lowest point of the brow arch.**
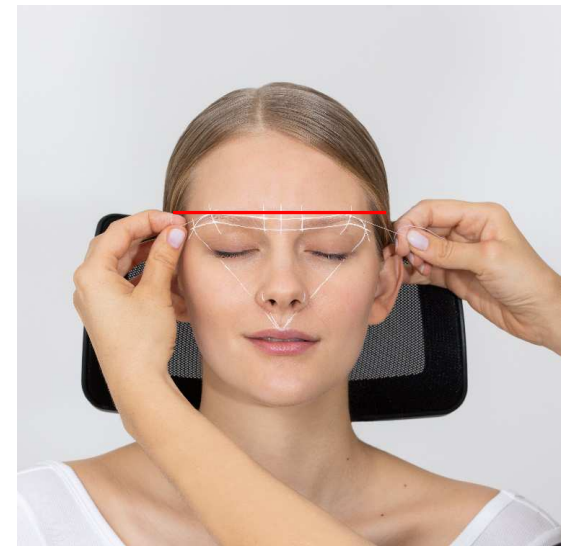
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2 ADVANCED MAPPING
MEASURE & MARK

Repeat the process on the other side.

Repeat the process on the other side.

Stretch the thread **horizontally over the two highest points of the brow** to check if the **height of both eyebrows match.**

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3 ADVANCED MAPPING
COLOURATION

Brow mapping provides you with a kind of **template** for further treatment. **Adjust the subtleties of the shape (curve, width, etc.) individually to the shape of the client's face and eyes.**

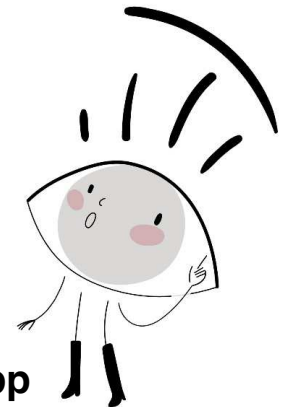Colour the eyebrows as usual with **RefectoCil eyebrow and eyelash tints**.

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(4) ADVANCED MAPPING
SHAPING & AFTERCARE

Gently wipe off the colour with a **damp cotton pad.** This leaves the lines visible and can be used to help with the subsequent plucking with the **RefectoCil Precision Brow Tweezer**. After tweezing, wipe off colour residue and lines with **RefectoCil Eye Make-up Remover.**

The highest point: Hold the brush diagonally across the eye, through the outer edge of the pupil: this is where the arc begins.
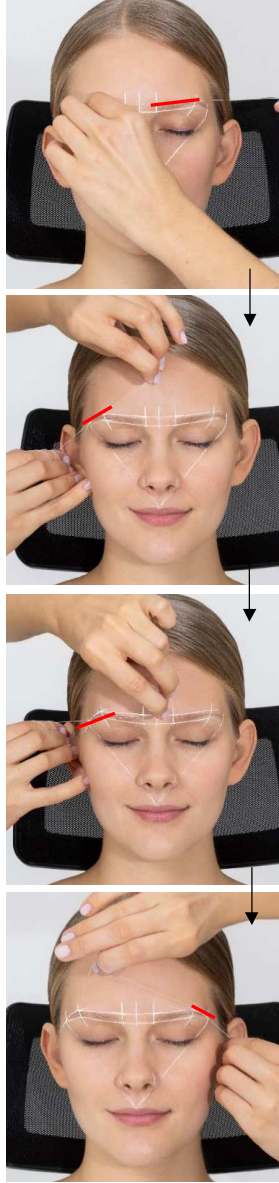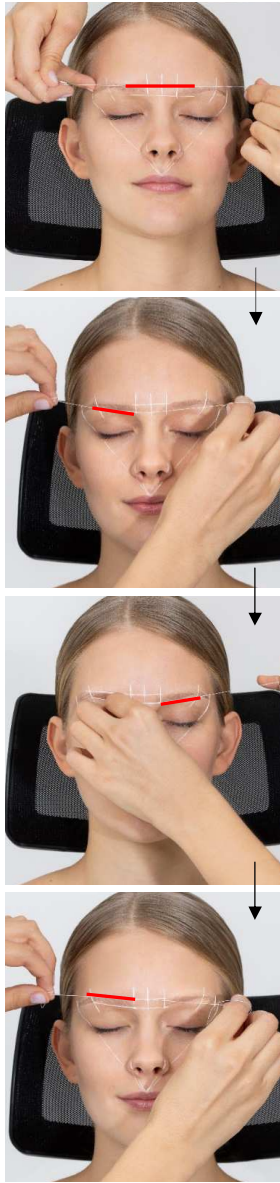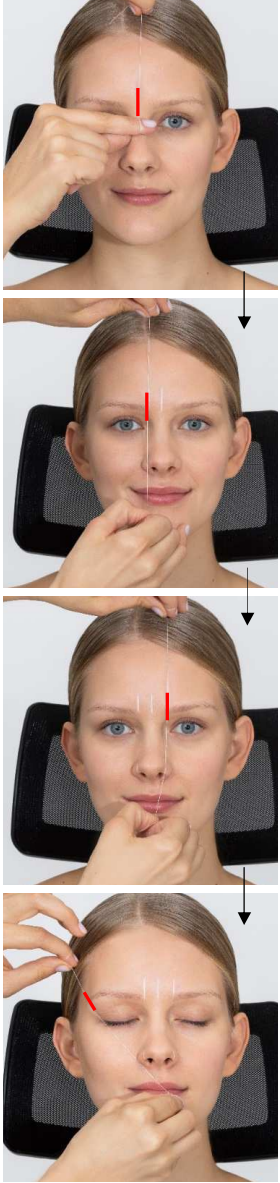
Browista Tipp

For hygienic reasons, it is important **not to use the same brush on all clients.**

Remove the styling gel from the tube with a clean RefectoCil brush and **apply it with the rubber spouli.**

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FAQ's

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Why do you do Brow Mapping?
Brow mapping helps to determine the exact, even shape of the brows. This is individually adapted to the shape of the face. The length of the brow, the highest point and the beginning of the brow are precisely marked.

What do I need for Brow Mapping?
There are 2 variants. For the Basic Mapping, which is very easy and quick, but not as precise, you need the RefectoCil Brow Mapper and a second pencil or brush. For Advanced Brow Mapping, you need a standard thread or sewing silk and the RefectoCil Brow Mapper.

When should you do Brow Mapping?
It is always best to do it before you want to change the shape of the brow. Either by removing hairs or colouring with silver nitrate colours (Sensitive/Intense Browns). You can then work cleanly and precisely within the template and get a perfect result.

What is the difference between the Basic Brow Mapping and the Full Brow Mapping?
Quick Brow Mapping is perfect for quickly measuring the three most important areas of the brow: Beginning, Highest Point, Length.
The Advanced Brow Mapping is more accurate and precise. In addition to beginning, highest point and length, you can also determine the width and fullness of the brows.
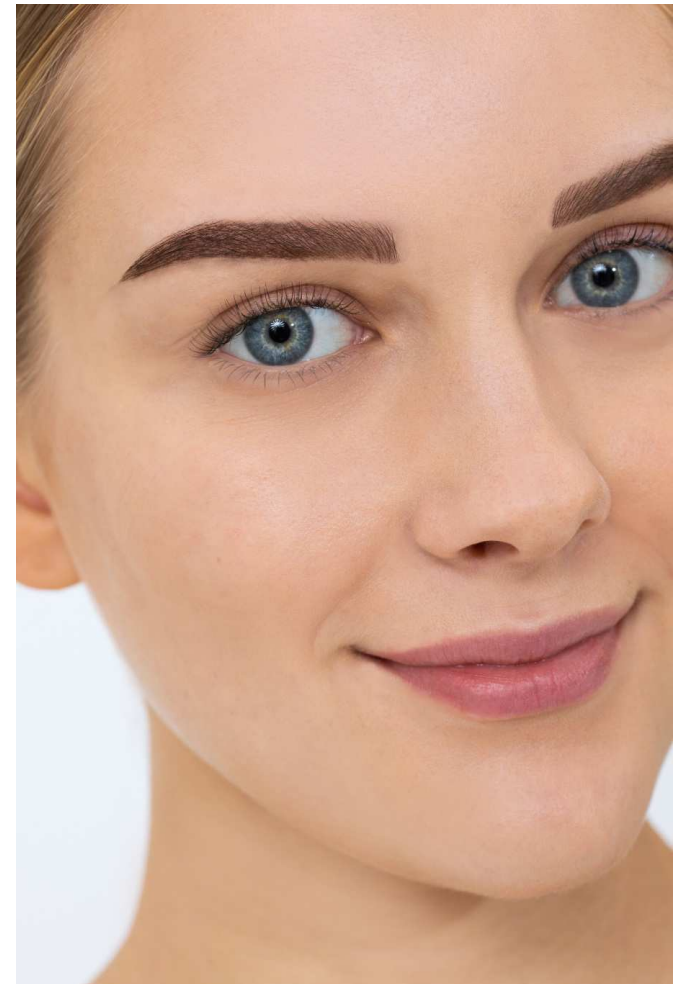
How do you sharpen the Brow Mapper?
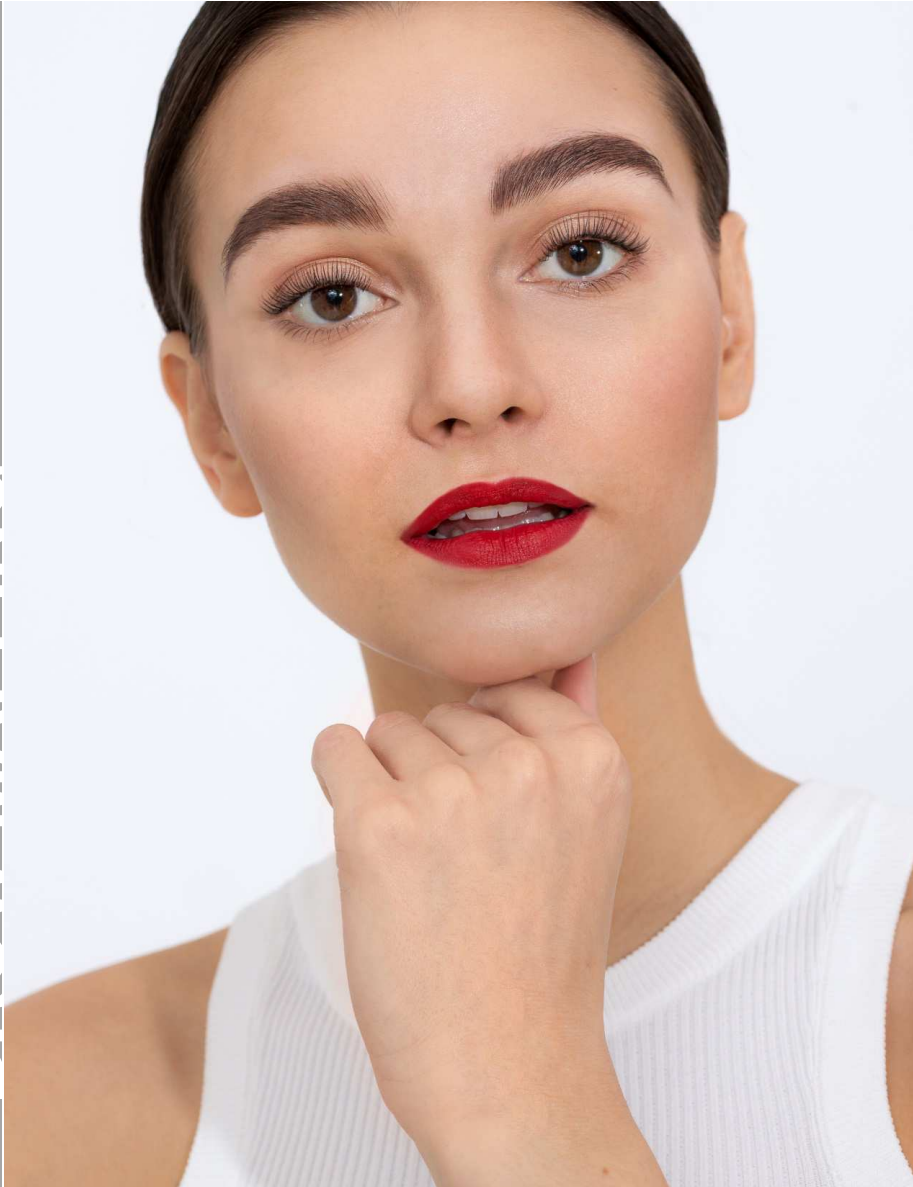With a standard sharpener.

How do you remove the white lines after Brow Mapping?
With water or an oil-free make-up remover.

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We are here to support you at any time!

For further questions please contact the RefectoCil Australia sales team.

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