

— FREE GUIDE

Powder & Nano Brows — *which one is right for you?*

An honest, no-fluff guide to the three techniques behind semi-permanent makeup. Real prices, real healing timelines, and the questions to ask any artist before you book.

WRITTEN BY

Larissa

— A NOTE BEFORE WE START

Honest answers, not *a sales pitch*.

I wrote this guide because most semi-permanent makeup websites are designed to sell you the technique that the artist happens to specialize in, not the one that's right for your skin, your goals, or your lifestyle.

I trained in both main techniques (powder brows and nano brows) precisely so I could match the technique to *you*. Sometimes that means I recommend a different option than the one you came in for. Sometimes it means I tell you to wait. Sometimes I send people home with no booking at all.

The next few pages will give you everything you need to decide for yourself: what each technique actually is, who it works for, what it really costs, what healing looks like and the questions you should be asking any artist before you let them put pigment in your skin.

"The right technique matters more than the trendiest one. And the wrong one — even applied perfectly — never looks right."

If by the end of this you decide Aura Beauty Atelier isn't the right fit, that's a good outcome. You'll book somewhere else *knowing what to ask for*. That's a win for everyone.

— *Larissa*

FOUNDER · AURA BEAUTY ATELIER

Powder Brows

A polished, makeup-finish look, soft, full, and most forgiving on every skin type.

BEST FOR

All skin types, especially oily or combination skin where hair-stroke methods can struggle to hold pigment over time.

THE LOOK

A soft, shaded effect, like waking up with brow makeup already on. Not individual hair strokes; more like an even, even-coverage finish.

LASTS

18-24 months on most skin types. Yearly touch-ups maintain the result.

FIRST SESSION

\$400 (includes consultation, mapping, full procedure). Yearly touch-up \$150.

Who it's *really* for

If you've been drawing your brows in for years and want them to "just be done" then powder brow is usually the answer. It's the most flattering option for sparse brows, mature skin, and anyone who wants a clean, defined finish without the stroke-by-stroke realism of nano. They're also the most beginner-friendly: more forgiving as they heal.

When it's *not* the right pick

If you have very dry skin and want maximum hair-stroke realism, nano brows will give you a more individualized result. And if you have any natural brow hair you want to preserve and complement (rather than cover), nano usually wins on that front too. We'll talk through it during your free consultation, there's no wrong answer until you walk out with the wrong one.

Nano *Brows*

Hair-stroke realism applied with a single ultra-fine needle, the most precise technique available.

BEST FOR

All skin types. Especially good for clients who already have some brow hair and want individual hair-stroke realism rather than a shaded look.

THE LOOK

Refined, precise hair strokes that mimic real brow growth direction. The most natural-looking option up close. Strangers won't be able to tell.

LASTS

18–24 months. Machine-applied, so longer-lasting than traditional microblading on most skin types.

FIRST SESSION

\$400 (includes consultation, mapping, full procedure). Yearly touch-up \$150.

Why nano replaced *microblading*

Traditional microblading uses a manual blade to cut hair-stroke patterns into the skin. Nano achieves the same look, only better, using a single ultra-fine needle delivered by machine. The result is more precise, less traumatic to the skin, and dramatically longer-lasting. If you've researched microblading and like the look, nano is what you actually want.

When powder might be a *better fit*

If you have very thin or sparse brows with little existing hair to blend into, the hair-stroke pattern of nano can sometimes look unnatural, there's nothing for the strokes to "merge" with. In those cases, the soft fill of powder brows often looks more believable. Bring photos to the consultation; we'll figure it out together.

— AT A GLANCE

Two techniques, one honest table.

	Powder	<i>Nano</i>
Best for	Sparse brows, oily skin, makeup-finish look	Realism, existing brow hair, all skin types
The look	Soft shaded fill	Hair strokes
Lasts	18-24 mo	18-24 mo
First session	\$400	\$400
Touch-up (1 yr)	\$150	\$150
Pain level	Mild — like tweezing	Mild — like tweezing
Session time	2-2.5 hrs	2-2.5 hrs

All sessions include topical numbing throughout, custom mapping with pencil before any pigment, premium pigments, and detailed healing instructions. The consultation is always free, with no deposit required to discuss whether any of these is right for you.

— WHAT TO EXPECT

The healing journey, *honestly*.

Every technique heals through the same five-stage cycle. The biggest reason clients panic during week 2 is that nobody warned them about the "ghost phase." Here's exactly what happens.

Day 1-3 Bold & dark

The pigment looks 30–40% darker than your final result. This is normal — the skin is reacting to the pigment, swelling slightly, and showing the most concentrated color it'll ever show. Don't panic. Don't book a "fix-it" session anywhere.

Day 4-7 Light scabbing

Tiny scabs form and flake naturally. **Do not pick.** This is the moment that determines whether your result heals well or patchy. Brows may look uneven during this phase. Wear sunglasses, skip the gym sweat, and trust the process.

Day 8-14 The "ghost" phase

Your brows look almost gone. This is the most stressful week and the moment most people send their artist a worried text. The pigment is settling deeper into the skin during this phase, it's not lost, it's just temporarily hidden under healing skin layers.

Day 15-28 Color returns

True color resurfaces gradually over weeks 3 and 4. By the end of week 4, you finally see your real, settled result — typically 30% lighter than day 1, but exactly where it should land long-term.

1 year Touch-up session

A year after your first session, we refine the shape, freshen the color, and adjust density wherever needed. This \$150 session is what keeps results consistent year over year.

7 questions to ask any *artist*.

Whether you book with Aura or somewhere else, these are the questions that separate skilled artists from rushed ones. If an artist can't answer them clearly, that's your answer.

01 Which technique do you recommend for *my* skin, and why?

If they offer the same answer to everyone, run. The right technique depends on your skin type, brow density, and lifestyle.

02 Can I see healed work — not just freshly done photos?

Day 1 photos look great on everyone. The real test is what brows look like 6 months later. Reputable artists keep healed-result portfolios.

03 Is the consultation free, and is a deposit required to talk?

A free consultation with no deposit means the artist is confident you'll book, not pressuring you to commit before you've assessed fit.

04 What happens if I don't love the result?

No reputable artist will guarantee perfection but they should describe how they'd refine results during the touch-up session.

05 Is the touch-up included in the price, or extra?

Be wary of "all-inclusive" packages that bundle the touch-up. Honest pricing separates the two — at Aura Beauty Atelier, \$400 first session + \$150 yearly touch-up.

06 What pigments do you use, and where are they sourced?

Premium pigments cost more for a reason — they fade evenly over time. Cheap pigments turn orange, blue, or grey as they age.

07 How will the design be approved before any pigment touches my skin?

A skilled artist maps the shape with pencil first and gets your sign-off before starting. If they skip this, find someone else.

— READY WHEN YOU ARE

When you're ready, *I'm here.*

No pressure, no follow-up emails, no upselling. The free 15-minute consultation is exactly that — a real conversation about your face, your skin, your goals. If we're not the right fit, you walk away knowing what to ask anywhere else.

PATH 1 · READY TO TALK

Book your free consultation

15 minutes. We examine your skin, sketch the shape with pencil, and figure out together if (and which) technique fits. No deposit required.

BOOK ONLINE: AURABEAUTYATELIER.SETMORE.COM

PATH 2 · HAVE A QUICK QUESTION

DM me on Instagram

Send a photo of what you're working with and what you're hoping for. I'll give you my honest take — whether or not it leads to booking.

FOLLOW & MESSAGE: [@AURABEAUTYATELIER](https://www.instagram.com/AURABEAUTYATELIER)

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