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SIMPLY FLAWLESS
PERMANENT MAKEUP

Flip Through Simply Flawless' Photography

Beauty Book!

Beauty Services, Products, & Tips



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Simply Flawless' Beauty Services:

- 1. Permanent Makeup*
- 2. Microblading*
- 3. Powder Brow*
- 4. Lash Extensions*
- 5. Lash Lift*
- 6. Plasma Skin Tightening*
- 7. Facials*
- 8. Skin care*
- 9. Waxing*
- 10. Sugaring*



Chapter 1:

***Beauty
Services***



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Flashback to 2017: Jena at her first training class

Beauty Services

p. 3



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Fast-forward to 2022: Jena now has 20 beauty certifications & counting!

Beauty Services

p. 4



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*Some Additional Services:
Lip Blushing*



*Beauty
Services*

p. 5



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*Some Additional Services:
Lip Blushing—before vs. after*

*Beauty
Services*
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*Some Additional Services:
Homemade Bath Bombs*

*Beauty
Services*

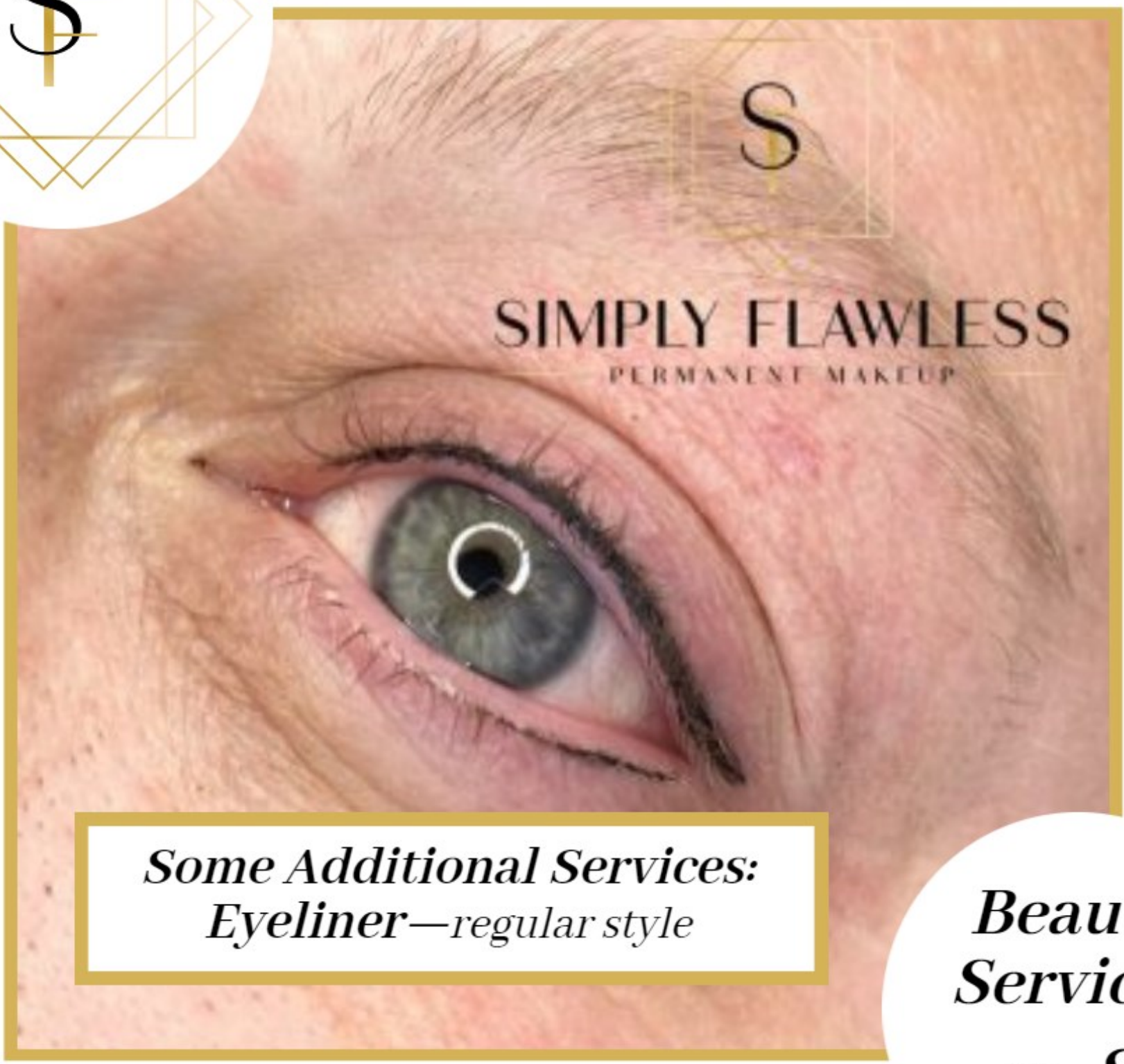
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*Some Additional Services:
Eyeliner—regular style*

*Beauty
Services
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*Some Additional Services:
Eyeliner—winged style*

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Services*

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*Some Additional Services:
Eyelash Cleaning Products*

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Services*

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Appointments Have a 1-on-1 Experience

You will get your very own beauty technician during your appointment who will get to know you, learn your style taste, & find out your personal needs & beauty chemistry.

*Beauty
Services*

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Jena's Team
LOVES Questions

Your personal consultation is a chance to answer your questions. As Jena says, her team's daily goal is to have their clients leave Simply Flawless Salon feeling confident & **empowered.**

Beauty Services

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*Are You Wondering
What Service Is
Best for You?*

*Or how to keep up on
beauty maintenance?*

*Ask Jena at your
appointment!*



*Beauty
Services*

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To Book an Appointment...

1. Call: 425-205-8504

2. Email:

SimplyFlawlessSkinAndBeauty@hotmail.com

OR

3. Schedule Online: SimplyFlawless.as.me/schedule.php

Services are by appointment only. No walk-ins or group appointments.

Beauty Services

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Microblading

A semi-permanent pigment is deposited into the epidermal layers of the skin for the appearance of fine, crisp, natural looking hair strokes that lasts 1-2 years.



Chapter 2:
Microblading

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Brow Mapping



Microblading

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*Natural
Microblading*



Microblading

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Microblading—before & after



Microblading

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Microblading

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Microblading
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Powder Brows

A semi-permanent pigment is inserted into the top layers of the skin to create a shading behind the whole brow. This creates a soft shadow effect as if you filled in your brows with brow powder.

Chapter 3:

*Powder
Brows*

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Powder Brows—before & after



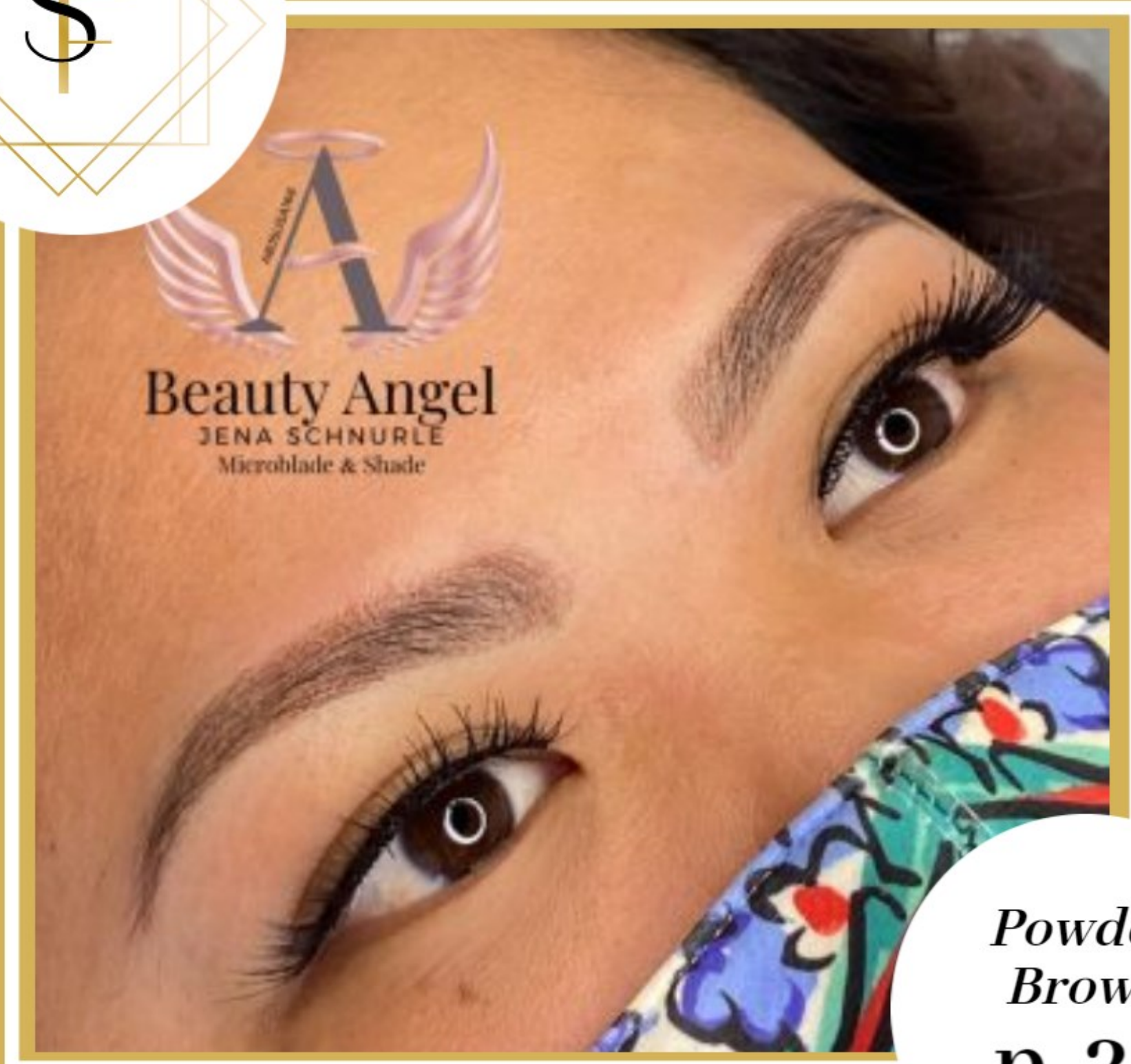
*Powder
Brows
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*Powder
Brows
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Eyelashes

*Lashlifts &
Lash Extensions*



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*Chapter 4:
Eyelashes*

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Lash Lift—before & after



Eyelashes
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Lash Lift

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Eyelashes
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*Volume Lash
Extensions*

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Eyelashes
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Eyelashes
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Facials

Different Hydrojelly Options, Such As:

- 1. Oat*
- 2. Charcoal*
- 3. CBD*

Ask About Other Choices!

*They also have
beard scrub for men!*

*Chapter 5:
Facials*

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Hydrojelly



Facials
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Hydrojelly —Oat



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Facials
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Hydrojelly — Charcoal



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Hydrojelly – CBD



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Skin Tightening

Fibroblast skin tightening helps reduce extra skin while lifting and tightening the area. It can be done to the face and body.

Chapter 6:
Skin Tightening

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Before & After

*Skin
Tightening
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Testimonials

Client



Testimonial



Jena was fabulous!! I saw her for a brow powder service; she was so thorough and always asked for my opinion before she went through with anything. Well worth the price of service!!

Jena and her team have a solid 5-star rating on both Facebook & Google.

65 5-star ratings & counting!

*Chapter 7:
Testimonials*



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lovely

"I have been going to **Jena** for about 3 years now for my eyelash extensions. She is also amazing with her lash lifts/tints. She also has been working on my eyebrow tattoo removal and I have been overly pleased with her work. I will never let another person touch my lashes now! She's accommodating and patient, and great, easy conversation during my appointments. Her office space is clean and relaxing as well. Highly recommend!"

-Kirsty K., February 2021

Testimonials
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"I had an eyelash extension appointment with Mandy, and she was fantastic! It was my first time, so I was nervous, and she talked me through the entire process and made me feel so comfortable. We chatted the entire time and I genuinely enjoyed it! The spa was beautiful and clean with a calm and inviting vibe. Definitely give this place a try!"

~Heather Wisdom, Jan 2022

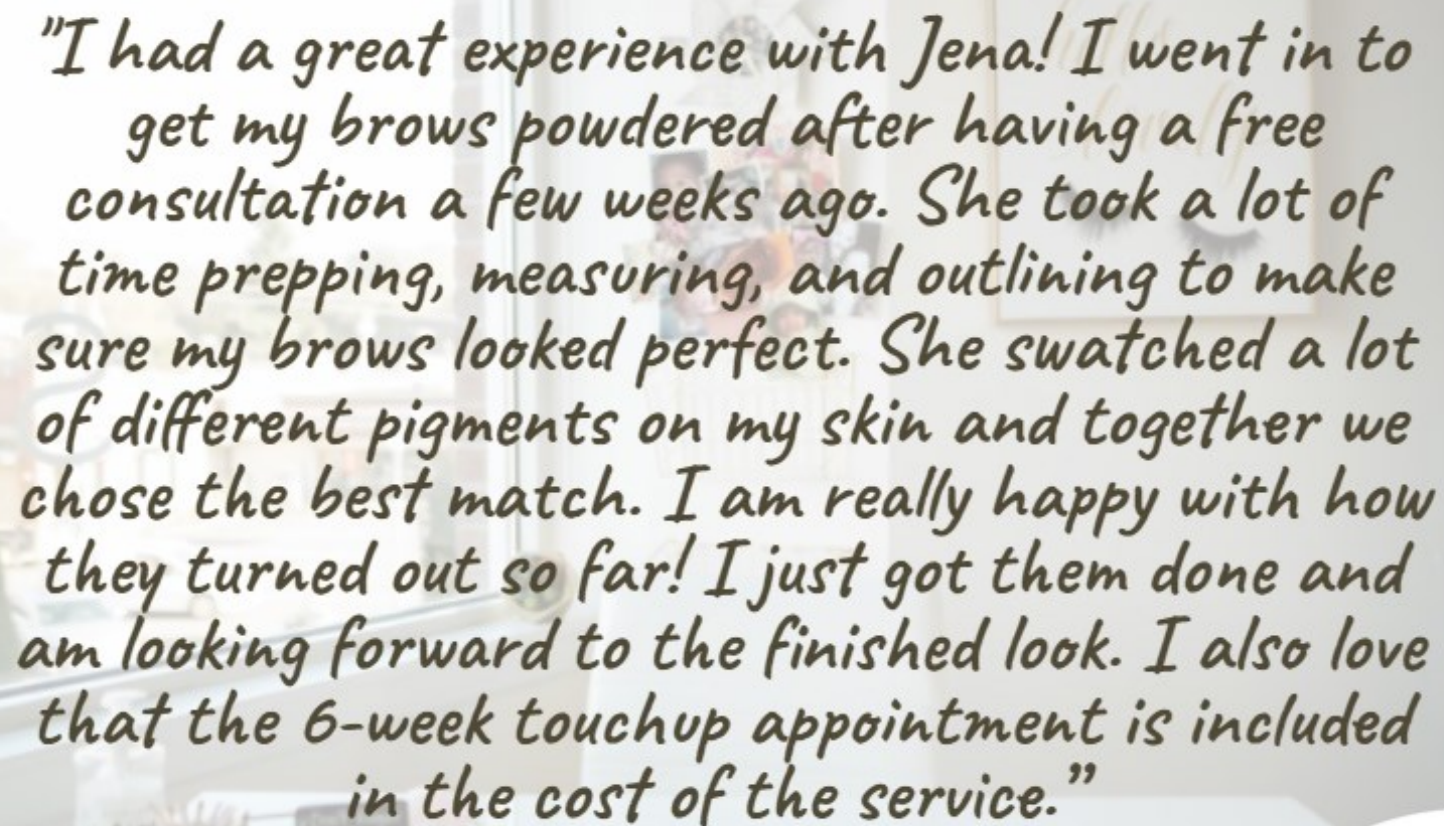
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"I had a great experience with Jena! I went in to get my brows powdered after having a free consultation a few weeks ago. She took a lot of time prepping, measuring, and outlining to make sure my brows looked perfect. She swatched a lot of different pigments on my skin and together we chose the best match. I am really happy with how they turned out so far! I just got them done and am looking forward to the finished look. I also love that the 6-week touchup appointment is included in the cost of the service."

~Miriam H., May 2021

Testimonials
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Before & after
pictures
courtesy of
**Heather
Strong
Jones**



"Thank you, **Emily**, for a wonderful lash experience! The atmosphere was very glam and relaxing, but the best part of all—these lashes! They will save me so much time each day and simplify my makeup routine. Highly recommended!"

~**Heather, August 2021**

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Before & after
pictures
courtesy of
*Nicole
McRoberto
Hawthorne*



"Jena was amazing and very professional. My brows are so perfect and amazing! Best thing I've ever done for myself! Thank you so much."

~Nicole, February 2021

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Before & after
pictures
courtesy of
**Lyndsie
Slavin**



Jena is amazing!! I have been super insecure about my eyebrows ever since I was little and I've wanted to get them done for years. She did microblading/powder (combo) brows for me and they look absolutely amazing! I'm obsessed! Jena is very professional and easy going! She's great to talk to and super good at what she does!"

~Lyndsie, November 2020

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Beauty Tips & Education

Tip of The Day:



Wash lash extensions daily for better retention

Jena and her team are always happy to answer questions. They also make it their mission to give you essential beauty tips for your new makeover.

*Chapter 8:
Beauty
Tips*



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Wash your lashes with
lash serum and/or lash
wash on a daily basis.

This is what happens when you do not wash your lashes.
Dead skin crusties and possible future infection.

**These lashes
were done by
another business,
and the client
came to Simply
Flawless for help.**



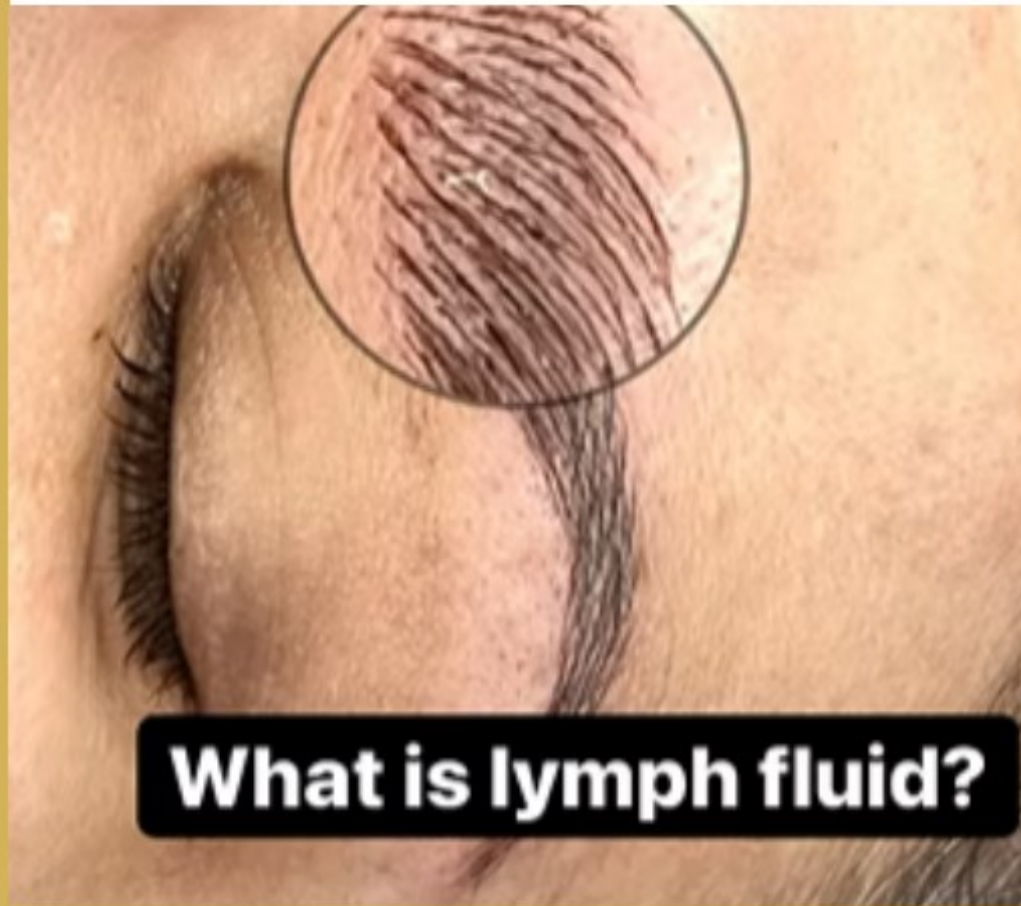
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WHAT IS LYMPH FLUID?

Lymph fluid is a clear fluid that the skin leaks when it is cut or broken and forms a crust to make a scab. This fluid means that we are in the correct depth of skin!



What is lymph fluid?

In order to prevent getting a big chunky scab, wash your brows every few hours for the first few days. 🙌

*Beauty
Tips
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Lashes like to shed in the autumn & spring.

It is common to lose lashes during those months. When this happens, the new baby lashes are growing in and lash extensions cannot be put on. So, you may be a little thinner than usual at your fills. (Hold on for 6 weeks!)

What to Expect?

- 1.) You will notice that you are losing more lashes than usual.
- 2.) Your appointments may be longer, or you will need more regular fills.
- 3.) Your lashes may not look as full.
- 4.) Don't worry—this only lasts about 6 weeks of the season, and with 2-3 fills you will be back to normal!

*Beauty
Tips*

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Eyelash Extension 101: Lint-free is the way to be

- 1.) Avoiding washcloths and cleansing pads made of cotton is a MUST!
- 2.) They can snag and tear lashes and leave lint behind.
- 3.) Use lint-free applicators or sponges with eyelash-extension compatible makeup remover instead.

*Beauty
Tips*
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**TAKE A CLOSE LOOK AT
YOUR EYES REGULARLY.**

*Are there any crusties on top of
your lashes and/or do you have
any old makeup?*

If so, that is an indication that
they are not being washed
enough and/or thoroughly.

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Tips*
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What is better?

Question: What is better, Microblading or Powder Brows?



Answer: BOTH!

Both a microblading and powder brow can be catered to what your end goal is.



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Tips*
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Powder Brow vs Microblading

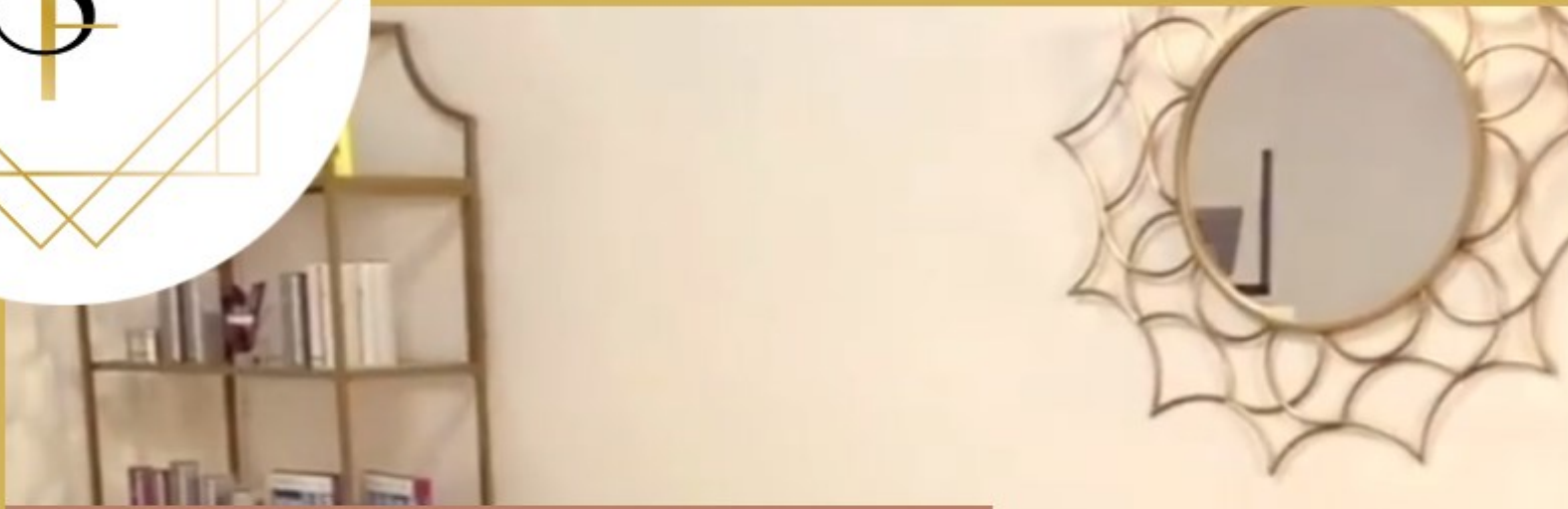
Survey

Know the difference between
microblading and powder brow so you
can decide which fits your style.

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Tips
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*You can do a
combo brow
and get both
microblading &
powder brow!*

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Tips
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Sugaring vs. Waxing

Sugaring

1. All natural ingredients
2. Water soluble
3. Does not adhere to live skin cells
4. Sugar is bacteria resistant
5. Minimal discomfort & irritation
6. Superior, healthy, hairless results
7. Safely removes hair from follicle
8. Helps eliminate in-grown hairs
9. Safe for sensitive skin conditions
10. Skin feels soft, clean, & comfortable

Waxing

1. Contains chemical resins
2. Difficult to cleanup
3. Adheres to live skin cells
4. Bacteria breeds in wax warmers
5. Very painful & traumatizing to skin
6. Long-term damage to skin cells
7. Results in follicle distortion/hair breakage
8. Can lead to in-grown hairs
9. Not 100% safe for any skin type
10. Skin feels raw, uncomfortable, & irritated

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Tips
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**Everyone Wants to Be
Pampered Now & Again**

Which

*Beauty Services,
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Do You Want to Explore?

**Jena & Her Team Are Excited
for Your Makeover! Give them
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SKIN & BEAUTY



"Karen has been amazing! Anytime I need anything, she is on top of it and very fast with answers for me. I have used her a lot this last year while we have been growing!"

~Jena, Owner of Simply Flawless in Monroe, WA

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