



Pigment of the Month:
Face Inks Soft Ash \$25.00
(Regularly \$30.00, Sale ends March 31, 2017)



Simplify your color decisions with Face Inks!

Face Inks Pigments are not only **predictable** and **easy to use** but the **most economical** line of colors available, today. Our philosophy is quite different from other pigment companies. Face Inks pigments **save practitioners a tremendous amount of time, energy and money**. Your healed results will be mastered very quickly.

Soft Ash is one of Face Inks' best sellers and it heals into a beautiful, mid-range taupe shade. My personal method of application is to always warm up my taupe shades with a droplet of Butterscotch on the initial procedure, especially since I work so much with Microblades and Slope® needles. However, if your client gets a lot of sun, you can eliminate Butterscotch and use Soft Ash straight.

After placing it on my client's skin and allowing it to fully dry, I can see if it needs a very small droplet of Butterscotch. I have such a strong aversion to gray eyebrows. When I use any taupe shade, my goal is to always have them heal slightly golden and not gray.

The deeper the color is placed, the cooler it will heal in the skin. Slope® Needles as well as Microblading, place the individual hairs deeper than larger, round needle configurations.

Tired of seeing those orangey eyebrows? Cover them up once and for all with **straight** Soft Ash!

Face Inks eyebrow colors are highly predictable, so it is easy to quickly establish your, "Go-To" colors. You will be able to easily control your results and remove all the stress of color selection.

Needle Selection

When I have a blonde client, Fitzpatrick 2, with a *cool undertone*, I will place Soft Ash on her forehead and allow it to fully dry. If I see any grayish tone, I may add my 1-2 small droplets of Butterscotch to the Soft Ash, especially if I am going to use a Microblade or a Slope® needle. I want her to heal in a true taupe shade. Warm eyebrows on her will tend to walk into the room first and appear unsightly.

If I am using a round configuration for a powdered effect (5-round), I will use one small droplet of Butterscotch. It comes back gorgeous! No gray, just a beautiful Taupe shade that heals with about a 10% fade with a Slope® or Microblade and slightly more with a 5 or 7 round.

This formulation can actually be considered neutral. I use this combination on blondes and light brunettes with both warm and cool undertones, especially those who tend to hold onto the warmth in the color. It is perfect in every case.

I have always liked Soft Ash for my Asian clients. I never use black and never use gray on my Asian clients, regardless of their hair color. I have always approached them as dark blondes, or a medium-dark taupe brown. The dark blonde formula is always Soft Ash with a small droplet of Butterscotch and the medium-dark ash brown is Chocolate Fudge and 1 full drop of Butterscotch.

Silver Haired Women

This coloring has always posed a question for many practitioners. All you really need is Taupe. If they are fair (Fitz 1-2), I use Soft Ash with 1 small droplet of Butterscotch. For If I want a grayer shade, I leave out the Butterscotch, but not on the first visit. Remember, it is always more difficult to warm up a gray or ashy eyebrow color as opposed to cooling a color down. My rule of thumb has always been...Lighter, Warmer and Less. When I work in this manner, I find I never paint myself into a corner. I always have options. So, in short, one of my favorite brow shades is Soft Ash! It works beautifully on so many women.

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