

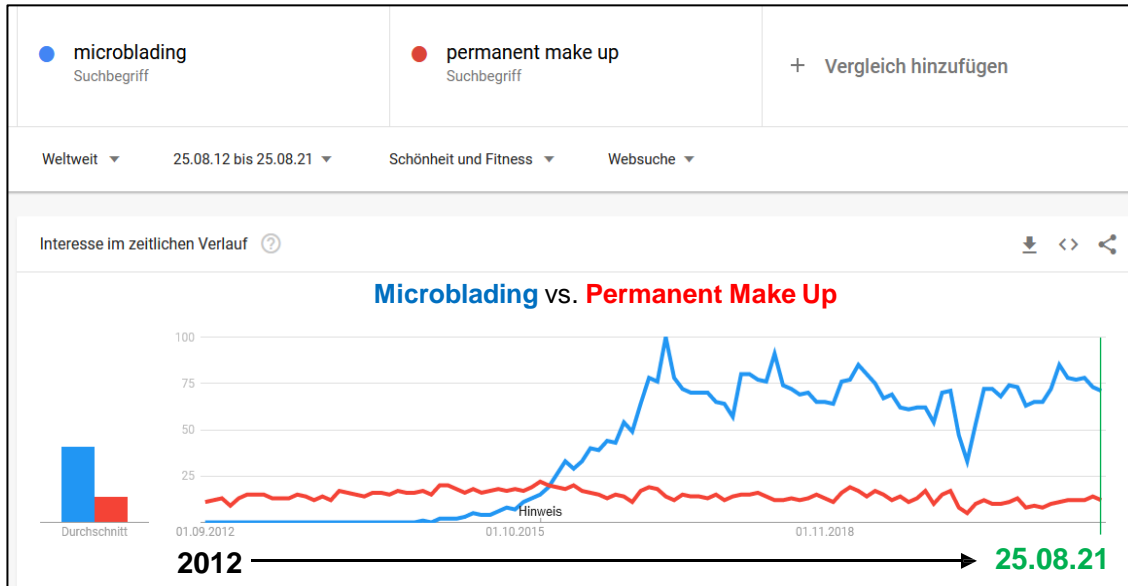
RefectoCil

Intense Brow[n]s™



Welcome to a new
era of brow and
lash styling

MARKET TRENDS



Microblading & Permanent Make Up are both trends in the last 10 years, with Microblading however leaving PMU behind since 2015.

Various techniques and results can be achieved by these services, which are invasive and to a certain extent: permanent.

Ombé Shading



Make up look
Shading lighter at front & darker towards tail

Microblading



Very natural hair strokes
But not for all skin types or cover ups

Combination



Combination of hair strokes & shading
Adds density
Adds extra fluffiness

We need to have a „RefectoCil offer“ for this trend!

RefectoCil

STRATEGY

Only for Professional use

Intense Browns is products that need training or for experts to use, so this is not a line up that can be sold online or directly to the end-consumer.

The products are for professionals to handle and mix.

Distribution target:

- Salons
- Clinics



INTENSE BROWNS

WHY INTENSE BROW[N]S?

New trendy services to your salon with a high profit

01



Patented and vegan-certified tinting system

- Create beautifully tinted lashes and fuller looking eyebrows
- Vegan-certified
- Very mild formula
- Suitable for clients that are prone to allergies or have sensitive skin
- All clients can be serviced

02

Simple and safe service

- Newly developed Brow Intensifying techniques to respond to individual brow needs
- The results are intense, smudge- as well as waterproof
- Last for up to 6 weeks
- It's a safe and profitable brow and lash service

03

Customized make-up effect

- Add a special wow to the brows!
- Use the Intensifying Primer at the beginning of each brow service to customize and prolong the make-up effect.
- For even longer lasting and more intense results!

04

Highest Product Quality

- RefectoCil Intense Brow[n]s™ are “Made in Austria”
- Com-plying to highest product and quality standards

RefectoCil

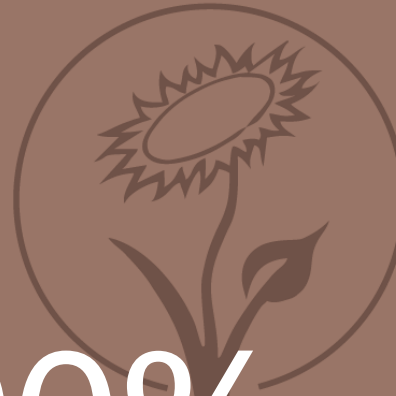
Intense Brow[n]s™ facts

Good to know



100%

of the tints are “Made in Austria”



100%

vegan-certified tinting system



0%

animals used for testing

THE NEW PRODUCT RANGE

PREPARE

INTENSIFYING PRIMER

- ❖ PRIMER MEDIUM 15 ml
- ❖ PRIMER STRONG 15 ml



TINT

COLOUR RANGE

- ❖ ASH BROWN 15 ml
- ❖ CHOCOLADE BROWN 15 ml
- ❖ DEEP BROWN 15 ml
- ❖ BLACK BROWN 15 ml
- ❖ ACTIVATOR GEL 15 ml



CORRECT

TINT REMOVER

- ❖ TO REMOVE UNWANTED COLOUR STAINS
- ❖ TO CREATE „OMBREE BROWS“
- ❖ TO SOFTEN INTENSE RESULTS

NEW: Prepares eyebrow area for a more intense make-up effect.



FOR PROFESSIONAL USE ONLY

INTENSE BROWNS

intense and natural
looking results

semi-permanent up
to 6 weeks

fuller looking brows

tint it!

The effect

Before and After

ash brown



For lighter skin- and hair colour types. A cool and ashy shade of brown that suits neutral and cold colour types well.



INTENSE BROWNS

Before and After

chocolate brown



For natural brunette brows and light lashes. A medium brown shade with a slight warm undertone.



INTENSE BROWNS

Before and After

deep brown



For natural looking lashes and dark brows. A particularly dark shade of brown, for striking and eye-catching looks.



INTENSE BROWNS

Before and After

black brown



For very dark lashes and intense eyebrows. The almost black shade gives the face a strong frame.



INTENSE BROWNS

Services

tint it!

INTENSE BROW[N]S SERVICE

Exfoliation

Pre-service

A skincare peeling product to be launched from Refectocil

Clarins Gentle Peeling Cream
Ole H. Lemonad Smoothing Scrub



Prepare

Micellar Eye Make-up Remover



Map

OPTIONAL

Brow Mapper



Prime

OPTIONAL

Intensifying Primer
For a more intense make-up effect

FOR BROWS ONLY

4 MIN



Tint

STEP 1

Base Gel
Select desired colour

2 MIN



Activate

STEP 2

Activator Gel

1 MIN



Adjust

Tint Remover
To adjust tinting results and to remove unwanted skin stains.

RefectoCil

Create the most intense looks and
discover the new trend service
“Brow Intensifying by RefectoCil™”

Brow and Lash Tinting
to perfection.



RefectoCil

New trend service

Brow Intensifying by RefectoCil™

Create most intense and customized looks with RefectoCil Intense Brow[n]s™. Fulfill clients individual brow needs by choosing one of 3 Brow Intensifying techniques.

Developed by professionals.
For professionals.



For more information
watch our instruction
video.



**Full Brow
Technique**

For a particularly intense look.



**Ombre Shading
Technique**

For a natural and feathery-like look.



**Brow Filling
Technique**

For more contoured and defined brows.

INTENSE BROWNS

RefectoCil

Brow Intensifying by RefectoCil™

Full Brow Technique

For a particularly intense look!

The basic application that ensures a smooth and full-surface colour build-up on the skin and hair.

Ideal for customers who want a very intense results or or when brows need to be remodeled.



INTENSE BROWNS

RefectoCil

Brow Intensifying by RefectoCil™

Ombre Shading Technique

For a natural, feathery-light look!

This technique ensures a wonderful and gentle color gradient. The eyebrow is intensely emphasized in the back and becomes brighter to the front.

Ideal for customers who want a natural look and where no remodeling of the eyebrows is necessary.



INTENSE BROWNS

RefectoCil

Brow Intensifying by RefectoCil™

Brow Filling Technique

For a more contoured and defined brow look!

This special technique provides a gently restrained effect. The front area of the brows is not tinted, the transition between tint and natural hair is worked out with a rubber spoolie.

Ideal for customers who already have dense and dark eyebrows but want more definition.



INTENSE BROWNS

Tint it!

RefectoCil

Intense Brow[n]s™