

# Brows By Nikki - March Newsletter

☘ Hi to all my wonderful clients! ☘



March is full of fun, fantastic events, starting with Mardi Gras, Daylight Savings Time, and St. Patrick's Day to name a few. Plus, here are some fun March facts:

- The flower is the daffodil which signifies "regard or unrequited love."
- The birthstone is aquamarine, with colors ranging from pale to dark blue. Intense blue versions are considered more valuable.
- March is named for the Roman god of war "Mars"

In this month's newsletter, we talk about

- [Events and Contests](#)
- [Dermaplaning](#)
- [Price Changes](#)
- [Products we offer](#)
- [Gift Cards](#)
- [Confirmations](#)



## Events and Contests

Speaking of events, last month's winner of the Elemis Valentine's Day contest was Lisa Garcia who won a deluxe Elemis skincare package worth \$850.00, plus a facial at our location. For this month, we have a couple of events.

**1 Win an Elemis gift set worth \$200.00 for St Patrick's Day.** To enter for a chance to win, click [CONTEST](#) before March 15<sup>th</sup> and update email, mobile phone, address, and birthday



This info allows us to send you a birthday special and make sure we have all your correct contact info. We will announce the winner on St Patrick's Day (March 17<sup>th</sup>).

If you need any assistance entering the contest, contact Nikki at 858-414-8910.

**2 Make your friends Green with Envy** with smooth refreshed skin by taking advantage of our Dermaplaning special of **15% off all Dermaplaning services in March.** Go to [Green with Envy](#)

## Dermaplaning

On January 1, the California State Board of Barbering and Cosmetology finally allowed Estheticians to provide their clients with Dermaplaning services as well as Lash Lifts and Brow Laminations. These services have long been provided by Estheticians in other states and California finally caught up. I have been fully trained and certified in all of these services.

I started offering Dermaplaning in February, and the clients who have had this service absolutely love the results. There have also been a lot of questions about Dermaplaning, so [at the end of this newsletter](#) I have provided you with everything you ever wanted to know about Dermaplaning.



Lastly, I have created a take home kit with samples of products to help in the aftercare process and treat your newly rejuvenated skin.

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## Price Changes

Effective March 1, I had to increase some of my prices due to prices for products & supplies and rent all going up. I work hard to keep my prices affordable and only increase when absolutely necessary. All prices are reflected on my website beside each service. You can access the various services I offer here. <https://bbnsd.com/service/>



## Products

I carry a full line of products, that I use in the services I provide to you, for you to purchase and keep your skin, brows, and lashes looking fantastic, and offer a variety of ways to purchase, including:

- In person – purchase when you come in for your appointment
- Online for pickup in the salon - this reserves your product for pickup click [PRODUCT PICKUP](#). (Note you can now use Afterpay for online purchases for in salon pickup. We are working with Afterpay to be able to include services as well – more on this to come)
- Online for home delivery – Elemis products only (using this link ensures that my salon gets credit for the sale – you help my business by using this method) click [ELEMIS HOME DELIVERY](#).

The product lines I carry are:

**Anastasia of Beverly Hills** – brow pencils, brow definers, brow powder, brow gel, brushes, stencils, tweezers, sharpeners, and hydrating oil.

**Elemis** – the full line of skin care products including the award-winning Pro Collagen line. I have also added a lot of Elemis how to videos on my website – check them out [ELEMIS](#)

**Elleebana** – the best lash and brow conditioning/keratin treatment for after lash lifts and brow lamination.

**Grande Cosmetics** – enhancing serums for brows and lashes.

**Tend Skin** – the best product for managing razor burn and ingrown hairs.



## Gift Cards

If you are looking for a great gift for that special someone, for any occasion, I offer eGift cards that are available for immediate use. Order [GIFT CARDS](#)



## Confirmations

Please remember all appointment confirmation texts are now coming from either 650-419-8491, 650-316-5553, or 650-413-9285. Download my new contact card [CONTACT](#)



I look forward to receiving your feedback on this letter or anything you would care to share. I want you to have the most amazing experience at Brows By Nikki.

Don't forget to refer me to your friends and family! ❤️ Love to you all! ❤️, Nikki

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## What is Dermaplaning?

Dermaplaning is an exfoliation process on the skin and uses a surgical steel scalpel (dermaplaning tool) to lightly scrape the surface of the skin as the technician holds it tight and close. To remove hair and skin cells, the tool is held at a 45-degree angle and brushed along the skin.

Don't worry; it is not as scary as it sounds.

According to fans of this facial treatment, it revitalizes the skin by getting rid of dead skin cells and small facial hairs, generally called "peach fuzz", "fine hairs" or others say "fuzzy hairs".

This can be considered an alternative for people who are simply unable to afford laser skin treatments, and those who want improved results after using an at-home exfoliation kit.

After you undergo the procedure, you will find your face smoother, and since dead skin cells and peach fuzz will have been removed, leaving your skin looking fresh with fewer fine lines.

The major benefits of Dermaplaning are:

### 1. IMMEDIATE RESULTS

According to online medical publication Healthline, the reduction of facial hair and dead skin cells makes patients' faces visibly brighter even after the first treatment. Why? Because the top layer of our skin is exposed to harsh toxins and irritants every day. This is especially true if you ride public transport, or if your work or leisure activity exposes you to the sun. When your esthetician sloughs off your damaged skin, it reveals a fresher, more youthful layer underneath.

### 2. LOW-RISK

Skin dermaplaning is suitable for most skin types, but most especially dry skin. You might experience some redness in your face, but that will be gone in a day or two afterwards. Be sure to use a qualified and trained professional. Dermaplaning is considered the perfect exfoliation procedure because it generally doesn't cause any side effects.

### 3. QUICK PROCEDURE

Dermaplaning is also a quick skin treatment, taking only 30 to 45 minutes, and is non-invasive. There is no prep time or recovery time from having dermaplaning, which means you can fit it into your schedule without compromising other commitments. Dermaplaning is usually performed every three to four weeks.

You may experience temporary shedding (called "exfoliation") for up to 7 days after this procedure, but for most people this only lasts a few days.

### 4. REDUCE FINE LINES AND EXPOSES YOUNGER SKIN

Dermaplaning is a type of exfoliation that removes dead skin. Additionally, it exposes younger, brighter skin, which helps reduce fine lines and wrinkles naturally. In our later years, there is a natural cell turnover that does not occur, as our body is busy with other functions like growth, reproduction, and so forth. Therefore, removing dead cells is necessary to expose new ones to do their jobs properly. As a result, your face will also have a smoother texture, because you will get rid of peach fuzz or vellus hairs that can be prickly.

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## 5. PROMOTES COLLAGEN PRODUCTION

The production of collagen slows down with age as we grow older. In addition to exposing younger skin, dermaplaning stimulates collagen production by exposing them to oxygen, which also results in a smoother texture on your face by getting rid of peach fuzz, which can be irritating to the skin.

## 6. MAKEUP LOOKS BETTER

Exfoliation helps your skincare products penetrate the skin and improve their results. So, the days immediately following a dermaplaning treatment are the best time for your makeup.

Whether it's vitamin C serums or hyaluronic acid-based products, dermaplaning will enhance their penetration, because these types of products are lightweight enough to reach the bottom layers of your epidermis, but they're not able to go much deeper than that without assistance. Because your practitioner removes dead skin cells from your face, it is smoother and much readily absorbs the makeup pigments. The foundation and powder will appear smooth on your skin, because you won't have small lines or hairs making creases in it. Overall, a dermaplaning session boosts your confidence while maximizing your makeup.

## 7. TRIGGERS REGENERATION

Another benefit of dermaplaning is helping your facial cells regrow, allowing serums and moisturizers to seep into the skin. The procedure helps patients with dry and uneven skin tones, because the procedure gets rid of the cracked epidermis. This type of exfoliation can even take away some types of acne scars. What's more, because your skin pores are unclogged, your skin can become less prone to acne breakouts. Before a treatment, the skin should undergo its normal rejuvenation cycle, which is thirty days.

## 8. PREVENTS BREAKOUTS

During exfoliation, your natural oil, known as sebum, is spread out, preventing it from accumulating in one area, and eliminating dead skin cells. This prevents breakouts, as the chances of clogged pores decrease when dead skin cells are eliminated. Exfoliating also promotes cell turnover, so you get healthier, glowing skin over time!

## 9. GOOD FOR SENSITIVE SKIN

If you're the type whose face gets irritated from one session of dermaplaning, you might be better suited for dermaplaning. Although it uses a scalpel to scrape skin cells, it is painless.

Dermaplaning treatment is also an excellent option for people with sensitive skin. If you are pregnant, dermaplaning exfoliation is also a good option, because this procedure does not introduce chemicals in your skin.

## 10. SUITS ALL SKIN TYPES

Dermaplaning can be performed on all skin types. However, if you have an allergy to aspirin, you should consult a dermatologist first before the procedure, because sterile blades might not be safe for those allergic to salicylic acid (found in Aspirin).