

ADW



BENEFITS OF

PERMANENT MAKEUP

FT. DARIA CHUPRYS
PMU & CEO OF GOLDEN BROWS

WELCOME

TO ALL THE WOMEN & GAME CHANGERS

The Modern Day Wife is a community of women who inspire one another to educate & train to become the Executive of their life, career & household in order to strengthen the family unit. They are dedicated & passionate about positively transforming their lives, workplace, community, relationships & home in order to do & have it all.

In this workbook, Daria Chuprys, CEO of Golden Brows and professional makeup artist, shows how you can attain the effortless beauty provided by permanent makeup. Read on to find out the benefits of this amazing service Daria provides!



"There are no rules when it comes to make up."

Keelyn Aucoin



CONTENT

WELCOME

pg. 1

OUR GUEST

pg. 3

FIRST THINGS FIRST

pg. 4

WHAT TO EXPECT

pg.5

HEALING PROCESS

pg.6

GLOW GETTER

pg.7

THANK YOU

pg.8

"My life may not be perfect
but my eyebrows are!"

Anonymous



"The best color in the world is the one that looks good on you."

Coco Chanel



DARIA CHUPRYS

CEO OF GOLDEN BROWS AND PMU

Daria Chuprys is a world renowned leading trainer of the microblading technique, located in Beverly Hills, CA and Athens, Greece. In 2010 she was introduced to the Permanent Makeup Industry and fell in love. She then went on to become a pioneer and expert in the industry. She also opened the first Microblading Academy in the US. With her background as a makeup artist, her attention to detail and precise hair stroke placement methodology achieves one of the most realistic and natural looking eyebrow tattoos in the world. Her reputation for excellence has attracted celebrities and influencers from all around the world. Today, Daria is an SPCP Certified Permanent Cosmetic Professional (CPCP), and SPCP Trainer Member, and continues to advance her technique and craft every day. Daria travels the world as a keynote speaker, and trains other Permanent Makeup Professionals globally. Her experience in microblading and ombre allow her to provide knowledgeable advice to both clients and students. To reach a level of excellence with her technique and training programs, and to bring the very best products to the industry, Daria has created her own line of tools that many professionals use to help them achieve the perfect eyebrow.

CHECK OUT DARIA'S IGTV [HERE](#)

FIRST THINGS FIRST

Face First: Benefits of Permanent Makeup

The best thing about permanent makeup is the amount of time saved. According to Daria, having permanent makeup can help women save over 300 minutes per week, which translates to 3,600 minutes per year. Waking up beautiful with little need for applying makeup is a great time saver, and can be achieved with something as lasting and beautiful as permanent makeup. Permanent makeup is not only good for busy women, but people who want to change their eyebrow shape to their preference!

Brainstorm:

How much time do you spend to perfect your brows each day?

WHAT TO EXPECT

Daria, in her IGTV, explains how to approach your new permanent makeup. She states that the makeup will require a setting time that may make your skin react. She says it's totally natural and to not worry, because after your skin has healed, your make up will look perfect.

Daria uses well sourced pigments for her make up procedures. Because they're so carefully obtained, they do not fade and they age beautifully. Prior to your appointment, the best shape is determined by using eyebrow measurement rulers. Anesthetics are utilized during the procedure.

Benefits of Permanent Make Up:

- lasts three to five years
- carefully curated pigments for the best results
- Daria and her team also perform lash enhancement and lip shading procedures to complement your look
- The eyebrow procedure is very easy, no pain involved

HEALING PROCESS

NOW THAT YOU KNOW WHAT PERMANENT MAKEUP ENTAILS, IT'S VITAL TO KNOW WHAT THE AFTER CARE LOOKS LIKE. DARIA STATES THAT A LOT OF PEOPLE ARE INITIALLY SHOCKED WHEN THEY SEE THEIR SKIN FOLLOWING THEIR APPOINTMENT. THIS IS BECAUSE OF THE INFLAMMATION CAUSED BY IMPLEMENTING PIGMENTS INTO THE SKIN; CUTS WILL BE HEALING AND HEAL BEST BY BEING KEPT DRY FOR TEN DAYS.

Creams, ointments, oils, serum s, etc. are a no-go on or around these areas for those ten days of dry healing. Fairer skinned clients typically are shocked at the intensity of color; however, this is part of the process, and the eyebrow pigments will settle in, revealing a less dramatic brow for the next three to five years!

Did you know?

Touch ups are recommended every one to three months.

GLOW-GETTER

GETTING READY FOR YOUR PERMANENT MAKEUP
APPOINTMENT & AFTER CARE

ITEMS TO BRING FOR APPOINTMENT

1. _____
2. _____
3. _____
4. _____
5. _____

POST APPOINTMENT TIPS FOR BEST RESULTS

1. _____
2. _____
3. _____
4. _____
5. _____

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"The best thing is
to look natural, but
it takes makeup to
look natural."

Calvin Klein

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THANK YOU

Thank you for supporting the Modern Day Wife by purchasing this workbook. We hope that you found the tips from Daria to be both helpful and inspiring. Our hope is that these small tips will inspire you to build a routine that best fits your personal lifestyle. Remember that taking care of yourself, even in the smallest way, can be of great benefit. We can't wait to see you shine!



"BEAUTY IS HOW YOU FEEL INSIDE AND IT REFLECTS IN YOUR EYES."

Sophia Loren