

IF BROWS, THEN BROWXENNA®
CATALOGUE



BROWXENNA® IF BROWS, THEN BROWXENNA®

BROWXENNA® is the first brand on the market based on henna and created especially for eyebrows.

- ✓ the product for eyebrows, which colors not only the hairs but also the skin;
- ✓ the coloring product that stimulates hairs growth;
- ✓ coloring product for eyebrows, which is available in 12 shades;
- ✓ the product, that is chosen by over 20,000 customers in 43 countries.

BLONDE COLORS



#201 «PEARL BLONDE» — the shade is suitable for blondes with very pale skin. It gives a gentle coloring effect, nearly invisible on the skin. To make the tone richer, mix the «Pearl Blonde» shade with the «Light Chestnut». In order to avoid undesirable warm tint with yellowness, add a small amount of «Graphite concentrate».

#202 «LIGHT BLONDE» — the shade is suitable for light blondes and girls with olive skin tone. In its pure form, the shade can give a light haze or look transparent on the skin.

#203 «LIGHT CHESTNUT» — the shade is suitable for blondes with honey and golden tints of hair, as well as for brown-haired women with a light red tint of hair.

#204 «GOLDEN BLONDE» is a soft gentle shade that suits girls with warm light hair color, as well as natural blondes. In its pure form, it is easily applied to the skin, emphasizing the wheat color of the hairs.

#205 «DARK BLONDE» — is one of the most popular shades in the palette. It is suitable for ashy blondes, dark blonde girls, as well as for girls with Slavic and European types of appearance.



- #101 «NEUTRAL BROWN»** is suitable for eyebrow tinting of light brown-haired girls. A warm brown shade is well revealed on light hairs, so it is suitable for wheat blondes and redheads.
- #102 «COLD COFFEE»** is suitable for brown-haired women with a cold hair tone. It looks perfect on girls with dark hair and brown eyes. For blondes is used with caution.
- #103 «RICH TAUPE»** is suitable for brunettes and dark brown-haired women. This is the darkest shade in the BROWXENNA® palette and can be used to darken any other shade.
- #104 «DARK CHOCOLATE»** is suitable for girls with brown hair and brown eyes. In its pure form gives a rich cool brown tone on the eyebrows.
- #105 «FROSTY CHESTNUT»** is suitable for girls with dark hair with a chestnut-copper shine. This is a warm shade. In order to adjust the color saturation, change the consistency of the composition and the number of applied layers.



- #110 «GRAPHITE CONCENTRATE»** — the concentrate is used to darken henna shades or to achieve a cool shade.
- #210 «AMBER CONCENTRATE»** makes shades warmer, it is used to soften the color.

i The concentrate cannot be used separately from basic henna shades!



BROWXENNA® SET «BLONDE» is suitable for clients with light eyebrows. Shades, presented in the set, allow to add texture and density of color to the eyebrows of blondes but do not darken the hairs. Set «Blonde» consists of three shades and is designed for 280-300 procedures.

* Shades can be used individually or mixed together.



BROWXENNA® SET «BRUNETTE» is suitable for brown-haired women, brunettes, and ladies with dark eyebrows. The set consists of three universal shades of brown of different tones and intensity, they help to work with different types of customers. The set is designed for 280-300 procedures.

* Shades can be used individually or mixed together.

#201	Pearl Blonde
#202	Light Blonde
#203	Light Chestnut
#204	Golden Blonde
#205	Dark Blonde
#210	Amber concentrate
#101	Neutral Brown
#102	Cold Coffee
#103	Rich Taupe
#104	Dark Chocolate
#105	Frosty Chestnut
#110	Graphite concentrate



Ingredients of #201, 202, 203, 204, 210 : Extract of Leaves of Egyptian, African, Australian Lawsonia, Extract of Iranian Indigofera Leaves, Extract of Cocoa Leaves, Shikakai, Amla, Hibiscus, Extract of Tea Tree, Nutmeg Extract, Citric Acid, Magnesium Carbonate, Sodium Sulfite, Soap Nut.



Ingredients of #101, 102, 103, 104, 105, 110 : Extract of Leaves of Egyptian, African, Australian Lawsonia, Extract of Iranian Indigofera Leaves, Extract of Cocoa Leaves, Shikakai, Amla, Hibiscus, Extract of Tea Tree, Nutmeg Extract, P-Phenylenediamine (0.2%), P-Aminophenol, Citric Acid, Magnesium Carbonate, Sodium Sulfite, Soap Nut.



BROWXENNA® SACHET-REFILL

BROWXENNA® is the first henna developed especially for eyebrow coloring. Tinting lasts up to 14 days on the skin and up to 6 weeks on hairs. There are 12 shades that can be used both in pure form and mixed with each other.



SACHET-REFILL is a convenient packaging, which allows you to store the stock of **BROWXENNA®** BROW HENNA. After opening the sachet, henna must be poured into the bottle.

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**SHAPING, CLEANING
AND CARE**

BROWXENNA® products for shaping, cleaning and taking care of eyebrows and eyelashes; stimulating hairs growth products, as well as products necessary for coloring procedures with **BROWXENNA® BROW HENNA**.

BROWXENNA®
**SHAMPOO-FOAM FOR DEEP
CLEANSING OF EYEBROWS**



BROWXENNA® Shampoo-foam for deep cleansing of eyebrows gently and deeply cleanses eyebrows, lashes and degreases the skin surface before the coloring procedure. Shampoo-foam has the effect of light peeling: gently removes dead skin particles, contributing to a better fixation of color. The aloe-leaf-juice moisturizes the skin and stimulates growth of eyebrows and lashes.



Ingredients: Water (Aqua), Disodium Cocoyl Glutamate, Sodium Cocoamphoacetate, Lauryl Glucoside, Glycerin, Hydrogenated Keratin, Aloe-Barbadensis-Leaf-Juice, Panthenol, Hyaluronic Acid, EDTA, Methylchloroisothiazolinone, Methylisothiazolinone.

BROWXENNA®
TWO-PHASE TONIC
FOR HENNA WASHING OFF



BROWXENNA® Two-phase tonic for henna washing off is created specifically for fixing the color. **BROWXENNA®** Tonic delicately removes dried layers of henna, without washing the color out of hairs and skin. Soft composition and light moisturizing effect allow the tonic to complete coloring procedure correctly regardless of the complexity and skin type. Tonic effectively neutralizes the effect of cleansers and restores the natural ph-balance of the skin.



Ingredients: Sodium Chloride, Potassium Chloride, Hydrolate Melaleuca Alternifolia Leaf Water (Tea Tree), Hamamelis Extract, Perfume, Distilled Water.

BROWXENNA® MINERAL SOLUTION
FOR HENNA MIXING



BROWXENNA® Mineral solution for henna mixing is developed especially for mixing it with **BROWXENNA® BROW HENNA**. The unique formula of the mineral solution promotes high-quality and safe interaction with **BROWXENNA® BROW HENNA** and prolongs the durability of the tinting. **BROWXENNA® Mineral solution for henna mixing** does not contain impurities, additives and heavy metals.



Chemical ingredients (nutrients per 100 g of mineral solution): Potassium 3 mg; Calcium 13 mg; Silicium 10 mg; Magnesium 20-150 mg; Sodium 200 mg; Sulfur 0.8 mg; Chlorine 50 mg; Aluminum 100 mg; Boron 1200 mg; Titanium 4 mg; Fluorine 800 mg.

BROWXENNA® HENNA REMOVER



BROWXENNA® Henna remover is a special product that helps to remove **BROWXENNA®** brow henna. It is suitable for correcting or eliminating errors, as well as for removing excess henna during the process of eyebrows coloring. **BROWXENNA® henna remover** lightens the skin by 2-3 undertones, but does not affect the color of hairs. Suitable for all skin types, does not dry the skin and does not cause irritation.



Ingredients: Water (Aqua), Ethyl Alcohol, Glycerin, Coco-Glucoside, PEG-40, Citric Acid, Sodium Benzate, Perfume.

BROWXENNA® SERUMS FOR EYEBROWS AND EYELASHES GROWTH



- 1. BROWXENNA® Serum for eyebrows** growth promotes active growth of eyebrows, helps to restore its shape in a short time. A special formula of serum stimulates the growth of keratinocytes of hair follicles, which leads to strengthening and additional growth of hairs. Due to its balanced composition, the serum provides nutrition and care to the eyebrows.

Ingredients: Purified Water (Aqua), Propylene Glycol, Imidazolidinyl Urea, Biotinoyl Tripeptide-1, Hydroxyethyl cellulose, PVP, Carbomer, Panthenol, Triethanolamine, Keratin, Sodium, Hydroxide, Disodium EDTA
- 2. BROWXENNA® Serum for eyelashes** growth promotes active growth and increases the volume of eyelashes. Keratin has a restoring effect on the structure of the hairs. The balanced composition of the serum improves the quality of the lashes, strengthens them and gives them flexibility and silk radiance, protects the lashes from aggressive environmental influences.

Ingredients: Purified Water (Aqua), Propylene Glycol, Imidazolidinyl Urea, Hydroxyethylcellulose, PVP, Carbomer, Triethanolamine, Keratin, Sodium, Hydroxide, Disodium EDTA.



**BROWXENNA®
OIL FOR EYELASHES
AND EYEBROWS GROWTH**



BROWXENNA® Oil for eyelashes and eyebrows growth is an effective tool for quick recovery of eyebrows and eyelashes. The composition of the oil includes a complex of 17 active components, which intensively moisturizes, strengthens and promotes new growth of eyebrows and eyelashes. BROWXENNA® oil helps to preserve the color after henna coloring.



Ingredients: Linoleic acid (LA), Oleic acid, Alkaloids, Flavonoids, Quercetin, Polyunsaturated fatty acids, Amino acids and Vitamin B, Vitamin A, Vitamin C, Vitamin E, Vitamin K, as well as micro and macronutrients.

**BROWXENNA®
CONTOUR WHITE PASTE
FOR EYEBROWS**



BROWXENNA® Contour white paste for eyebrows — is an indispensable tool when sketching eyebrows shape before coloring. It allows building a perfect symmetry of the eyebrows. Prevents from spreading of the coloring composition during the coloring procedure, thus protecting the skin that should not be colored. White paste has a thick, non-greasy cream consistency. Easily applied on the skin without burdening or tightening it, suitable for all skin types.



Ingredients: Neopentyl Glycol DiethylHexanoate, Cyclopentasiloxane, Jojoba Esters, Nylon-12, Ethylhexyl Palmitate, Stearyl Dimethicone, Silica, Boron Nitride, Sodium myristoyl glutamate, Tocopheryl Acetate, Carnauba Cera, Cera, Titanium Dioxide CI 77891.



BROWXENNA® LAMINATION OF EYEBROWS AND EYELASHES

Women always strive to look beautiful and natural. After all, modern standards of beauty are focused on naturalness and emphasizing what nature has given us. Therefore, one of the most popular procedures today is eyebrows lamination.

If the hairs are characterized by abnormal growth and fast fading, and if it is an impossible task to shape brows into place, eyebrows laminating can solve these problems perfectly. Another nice bonus of the procedure is that it allows you to forget about the daily makeup for a long time!

BROWXENNA® GLUE FOR LAMINATION OF EYEBROWS AND EYELASHES



The **glue BROWXENNA®** allows to fix the hairs in the right direction before the lamination treatment. The texture of the glue allows the master to work at a comfortable pace. Glue can fix all hairs or separate ones, the direction of which you want to change.



Ingredients: Acrylates/Ethylhexyl, Acrylate Copolymer, Propylene Glycol, Phenoxyethanol, Ethylhexylglycerin, CI 77499.

BROWXENNA® COMPOSITIONS FOR LAMINATION OF EYEBROWS AND EYELASHES



BROWXENNA® Composition No 1: affects the hairs, allowing you to adjust its structure and direction.
Ingredients: Purified Water, Thioglycolic Acid, Monoethanolamine, Cetyl Alcohol, Perfume, Emacol, Triethanolamine.

BROWXENNA® Composition No 2: gives the hairs the right direction and fixes the result.
Ingredients: Purified Water, Sodium Bromate, Cetyl Alcohol, Emacol, Perfume.

BROWXENNA® Composition No 3: completes the procedure of lamination of eyebrows and eyelashes. The composition moisturizes the hairs.
Ingredients: Purified Water, D-Panthenol, Dmdm Hydantion, Perfume, Color.

The lamination procedure helps to strengthen the hairs, gives them volume and the desired shape, prevents breakage, and makes the natural color more saturated.

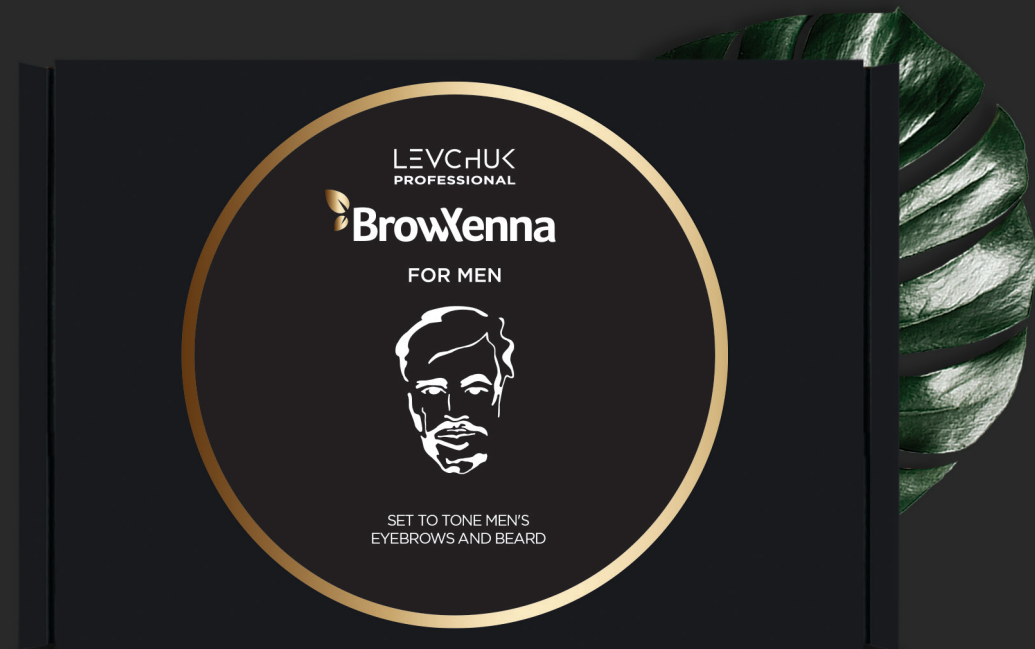
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BROWXENNA® FOR MEN

BROWXENNA® FOR MEN is a product for toning of male eyebrows and beard based on ground henna leaves, a mixture of herbs and organic compounds.

Henna **BROWXENNA® FOR MEN** gives the necessary volume to eyebrows, covers gray hairs and emphasizes the natural tone of the beard. Easily copes even with the most complex, tough and unruly hairs

BROWXENNA® SET FOR TONING MEN'S EYEBROWS AND BEARD



Everything you need for toning of eyebrows and beard in one set!

Set contents:

- **BROWXENNA® Henna in capsules for toning eyebrows and beard for men** (2x10, 2 capsules);
- **BROWXENNA® Mineral solution for henna mixing for men**, 50 ml.;
- **BROWXENNA® Shampoo-foam for deep cleansing of eyebrows for men**, 100 ml.;
- **BROWXENNA® Two-Phase tonic for henna washing off for men**, 50 ml.;
- **BROWXENNA® Brush for eyebrows and eyelashes**, #0, 1 pcs.;
- **Cup for henna mixing**, 1 pcs.;
- **BROWXENNA® Tweezers for eyebrows**, 1 pcs.

BROWXENNA® HENNA FOR TONING MEN'S EYEBROWS AND BEARD



- 1 BROWXENNA® Henna for toning men's eyebrows and beard "JOHNNY"** is suitable for bright brunettes, men with light brown and darker hair color. The shade looks great on the dark skin.
- 2 BROWXENNA® Henna for toning men's eyebrows and beard "PITT"** is suitable for ash blondes and men with dark blonde hair.

*The result of toning is preserved up to 14 days on the skin and up to 6 weeks on the hairs.

BROWXENNA® MINERAL SOLUTION
FOR HENNA MIXING FOR MEN



BROWXENNA® Mineral solution for henna mixing for men is designed especially for mixing with the **BROWXENNA®** henna for men. The formula of the mineral solution does not contain impurities, additives and heavy metals. Interacting with henna **BROWXENNA®** for men, the mineral solution allows you to get a guaranteed result and extend the resistance of tinting.



Ingredients: (per 100 g): potassium 3 mg; Calcium 13 mg; silicon 10 mg; Magnesium 20-150 mg; Sodium 200 mg; Sulfur 0.8 mg; Chlorine 50 mg; aluminum 100 mg; boron 1200 mg; Titanium 4 mg; fluorine 800 mg

BROWXENNA® TWO-PHASE TONIC FOR
HENNA WASHING OFF FOR MEN



BROWXENNA® Two-Phase tonic for henna washing off for men is created especially to fix the color. The tonic restores the natural pH-balance of the skin. It fixes the result of coloring, fixes the hair color, prolongs the resistance of tinting with henna for eyebrows **BROWXENNA®** for men.



Ingredients: Sodium Chloride, Potassium Chloride, Hydrate Alternifolia Melaleuca Leaf Water (Tea Tree), Hamamelis Extract, Perfume, Distilled Water.

BROWXENNA®
SHAMPOO-FOAM FOR DEEP
CLEANSING OF EYEBROWS FOR MEN



BROWXENNA® Shampoo-foam for deep cleansing of eyebrows for men delicately and thoroughly cleanses eyebrow hairs and skin surface before the coloring procedure. Shampoo-foam has the effect of light peeling: gently removes dead skin particles, preparing the skin for coloring; it improves the fixation of color.



Ingredients: Aqua (Aqua), Disodium Cocoyl Glutamate, Sodium Cocoamphoacetate, Lauryl Glucoside, Glycerinum, Hydrogenated Keratin, Aloe-Barbadensis-Folium-Sucus, Panthenol, Hyaluronic acid, EDTA, Methylchloroisothiazolinone, Methylisothiazolinone.

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BROWXENNA® TOOLS AND BRUSHES

BROWXENNA® Brush is an indispensable tool of a professional brow-master. In the assortment of **BROWXENNA®**, there are angled, rounded and pointed brushes. The properly selected tool helps the master to work confidently, to make the procedure quickly and accurately. Depending on your preferences, you can choose a natural or synthetic pile. **BROWXENNA®** brushes made of natural piles are distinguished by their high capacity to "Pick in" the coloring mixture and to provide a uniform coloring.

BROWXENNA® tools: tweezers, scissors, and a ruler, necessary for each brow-master.

PROFESSIONAL BRUSHES FOR EYEBROWS BROWXENNA®



- #0 The **BROWXENNA® Brush №0** is a universal instrument which combs comfortably eyelashes and gives to the eyebrows their ideal shape.
- #1 The **BROWXENNA® Brush superfine №1** — an angled brush with synthetic pile is an ideal tool for working with thick hairs and wide eyebrows.
- #2 The **BROWXENNA® Brush superfine №2** is an angled brush with elastic artificial bristles that can easily draw the precise line and fine hairs. This brush is perfect for working with narrow eyebrows.
- #3 The **BROWXENNA® Brush for tapping №3** — an angled brush with natural raccoon bristles is good for “tapping” technique, you can achieve uniform coloring without gaps on the skin.
- #4 The **BROWXENNA® Brush cone-shaped or tapping №4** is used for precise coloring using the “tapping” technique. Its pointed shape makes it possible to work with thin sections and tail of eyebrows.
- #5 The **BROWXENNA® Brush fan-shaped or tapping №5** is perfect for tinting of wide eyebrows with henna using a precise “tapping” technique. The brush is also suitable for the uniform application of a cleansing shampoo when preparing eyebrows for coloring.



- 1 **Handcrafted BROWXENNA® Brow scissors** are perfect for the row hair trimming. The shape of the scissors allows the brow artist to hold them in hand comfortably. Thin blades capture the smallest hairs.
- 2 **The beveled BROWXENNA® eyebrow tweezer** capture even fine hairs, allowing to adjust the shape of eyebrows. Due to the streamlined shape, tweezers are convenient to work with both experienced brow artists and beginners. The beveled tip provides detailed elaboration of complex areas. The tweezers are made of a material resistant to corrosion and chemicals. Hand sharpening.
- 3 **BROWXENNA® eyebrow ruler** helps to build a harmonious shape of the eyebrows for both beginners and experienced brow artists. The ruler is made of soft plastic, which makes the process of shape creation easier. The ruler has two measurement scales that start from the center. This allows working with two eyebrows at once, achieving unique symmetry.



IF BROWS, THEN BROWXENNA®

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