
Hello Gorgeous

MED SPA • OSWEGO, IL

Your Brow Journey, Step by Step

Everything you can expect before, during, and after your appointment — so you can walk in relaxed and excited.

Hi gorgeous,

First — thank you for trusting me with your brows. I know permanent makeup can feel like a big decision, and I want you to feel completely informed and at ease every step of the way.

This isn't a rushed, assembly-line service. We take our time, we customize everything to *your* face, and nothing permanent happens until **you** love what you see. Here's exactly how your visit will go.

Dani

FOUNDER & LICENSED ESTHETICIAN



Danielle Alcalá-Glazier

FOUNDER • LICENSED ESTHETICIAN

My passion for skin started at twelve, and I've spent my life since turning that into real expertise. I built Hello Gorgeous as a family-owned practice where you're cared for by people who are still learning, still investing, and still genuinely love this work — never a revolving door.

Licensed Esthetician

Certified Phlebotomist

CMAA

CNA

RN Student



Licensed & State-Registered

Illinois Dept. of Financial & Professional Regulation —
Licensed Establishment, Hello Gorgeous PC

License No. 189.021623 • [Verify at IDFPR.illinois.gov](https://www.idfpr.com)

WHAT TO EXPECT

The Process

1

LET'S TALK FIRST

Your Consultation

We'll start by sitting down together to talk about your goals, your lifestyle, and the look you're dreaming of. I'll review your skin type and health history, answer every question, and recommend the technique that will heal most beautifully for *you* — whether that's soft shading, crisp hair strokes, or a combination of both. No pressure, ever.

2

FINDING YOUR PERFECT COLOR

The Color Test

Your pigment is chosen specifically for your skin tone, undertone, and the natural color of your hair and existing brows. I'll test shades against your skin so we land on a color that looks soft and natural as it heals — never harsh, never "too dark." You'll see and approve the color before we ever begin.

You approve the color first

3

DESIGNED FOR YOUR FACE

The Mapping & Drawing

This is my favorite part. Using precise measuring points, I hand-draw and map your new brow shape directly onto your skin — tailored to your unique bone structure and facial symmetry.

We'll look in the mirror together and adjust until the shape feels *perfectly* you. Nothing permanent happens until you say "yes, that's it."

Nothing begins until you love the shape

4

THE GENTLE PART

Your Procedure

Once you've approved your shape and color, we begin. I use a gentle numbing process to keep you comfortable, and I'll talk you through each stage. Most clients are surprised by how relaxing it is — many even doze off! You're in caring, experienced hands the entire time.

5

YOUR PERFECTING VISIT

The Touch-Up

Your brows aren't truly "finished" on day one. About 6–8 weeks later, you'll come back for a complimentary perfecting touch-up, where we refine the shape, color, and density now that everything has healed. This visit is what takes your brows from beautiful to *flawless*.

Final results come at the touch-up

A SHADE FOR EVERY YOU

Color, Matched to You

From soft taupe-blondes to deep, rich ebones — your pigment is custom-selected for your skin tone, undertone, and natural coloring, so it heals soft and natural. Never one-size-fits-all.



Our professional pigment range, swatched on skin.

♥ Why I Do It This Way

I've built Hello Gorgeous to be the opposite of a revolving-door experience. Your brows frame your face — they deserve patience, precision, and a real conversation. When you leave my chair, I want you to feel **seen, cared for, and genuinely gorgeous.**

‡ YOUR SAFETY, FIRST

A Medical-Grade Setting

Hello Gorgeous isn't just a beauty studio — we're a **medically supervised practice**. Our Medical Director, a **board-certified Nurse Practitioner with full practice authority**, is on-site every day we're open. That means your treatments are overseen with real clinical standards, not just cosmetic ones.

- ✔ Board-certified Nurse Practitioner on-site, every day we're open
- ✔ Professional-grade numbing managed under our Nurse Practitioner's oversight — for comfort a non-medical tattoo studio can't match
- ✔ Hospital-grade sterilization & single-use, sealed needles for every client
- ✔ Strict sanitation protocols that meet medical standards
- ✔ A thorough health review before we ever begin — your wellbeing always comes first

Because we're a medically supervised practice, your comfort is managed to clinical standards — something non-medical tattoo shops simply can't offer. You can relax knowing you're in the safest possible hands.

SEE IT BEFORE YOU COMMIT

Preview Your New Brows **on You**

Not sure which shape or color is right? Upload a photo of yourself and explore different brow designs and shades — so you can walk into your appointment confident in the look you love.

1

Upload your photo

2

Try on shapes & colors

3

Bring your favorite to
your visit

AFTER YOUR APPOINTMENT

Healing & Aftercare

Healing is a journey of its own — here's the road map so nothing surprises you.

Days 1–2

BOLD

Brows look dark & bold. Totally normal! Gently blot as I'll show you. This is the most dramatic they'll ever look.

Days 3–5

DARKEN

Color deepens, light flaking begins. They may feel a little tight or itchy — please don't pick! Let everything shed on its own.

Days 6–10

FLAKING

Flaking finishes. Brows may suddenly look light or patchy. Don't worry — the pigment is settling beneath the surface.

Wk 2

GHOSTING

The "ghosting" stage. Color may seem to nearly vanish. This is the part where everyone panics — and it's the part you can completely trust. It comes back.

Wk 4–6

TRUE COLOR

Your real, healed brows appear — softer and more natural than day one. *This* is your true result.

Please Do

- ✓ Keep brows clean & dry as instructed
- ✓ Gently blot the first day or two
- ✓ Let all flakes fall on their own
- ✓ Be patient through the healing stages
- ✓ Text me with any questions — anytime

Please Don't

- ✗ Pick, scratch, or peel the flakes
- ✗ Get them wet or sweaty (about 10 days)
- ✗ Wear makeup on the area while healing
- ✗ Sun, pools, saunas, or tanning (2 weeks)
- ✗ Use retinol or exfoliants on your brows

You're Never Doing This **Alone**

Healing has ups and downs, and that's completely normal. If anything ever worries you, reach out — I'd always rather hear from you and reassure you than have you wonder. Your peace of mind matters to me just as much as your beautiful brows.

Ready When You Are

Have a question, or want to book your consultation? I'd love to hear from you.

[Book My Consultation](#)

Or text us anytime: [630-881-3398](tel:630-881-3398)

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