



Cincinnati 
PERMANENT MAKE UP
BROWS · EYES · LIPS

HOW TO DRAW THE PERFECT BROW

W E L C O M E B E A U T I F U L !

If you've ever struggled with shaping your brows evenly, finding the right color, or just making them look right you're not alone. That's exactly why I created this guide for you.

In the pages ahead, I'm going to show you how to draw perfect brows on your own, using the same techniques I teach in our studio. You'll learn how to:

- * Choose the right brow pencil color for your skin tone
- * Use the right tools (yes, there's a trick to that brow string!)
- * And follow a simple, step-by-step method to map and draw your brows like a pro

✨ This isn't just about looking good, it's about feeling confident every time you catch your reflection.

By the end of this guide, you'll not only understand how to enhance your brows at home — you'll also discover that there's an even **BETTER****, longer-lasting way to wake up with perfect brows (we'll talk more about that soon!)**

Let's get started!

With love,

Cincinnati Permanent Makeup

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Loveland OH USA

MATERIALS NEEDED

1

Brow Pencil

4

Cutips

2

String



5

Brow Brush
(Spoolie)

3

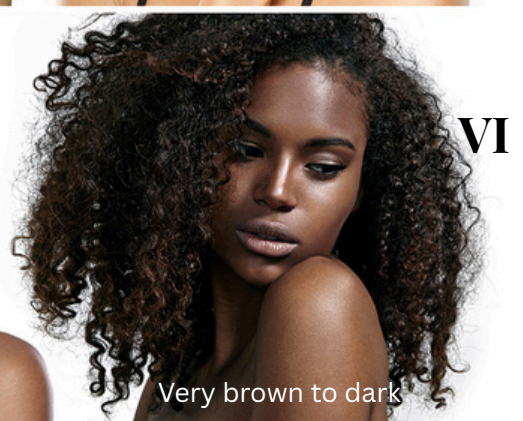
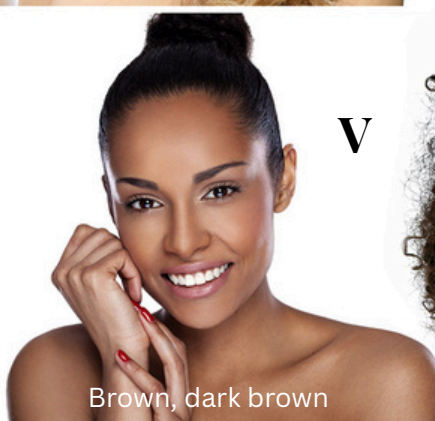
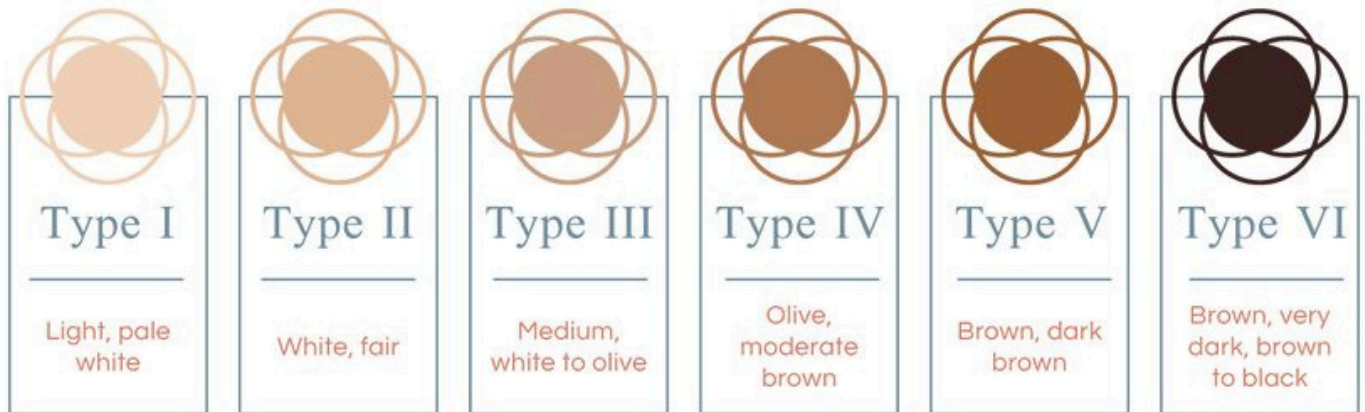
Concealer

6

Brow gel

CHOOSING THE RIGHT BROW PENCIL FOR YOUR SKIN TONE

THE FITZPATRICK SCALE



When it comes to filling in your brows, skin tone matters just as much as brow hair color—and that's where the Fitzpatrick Scale comes in. This simple scale helps you understand your skin's tone which plays a big role in how brow color shows up on your face.

Here's how to choose the right pencil shade based on where you fall on the Fitzpatrick scale:

Types I-II (very light to fair skin)

Stick with ****soft blonde or light taupe**** shades. Anything too dark can look harsh or overly drawn on.

Type III (white fair, olive or beige skin)

Go for a ****soft brown or medium taupe****. These shades give definition without being too bold.

Type IV (medium olive or tan skin)

You'll look best with ****medium to dark browns**** that have warm or neutral undertones—think chocolatey shades.

Type V (deep brown skin)

Try a ****deep brown or dark espresso**** pencil. It will give contrast without turning ashy.

Type VI (very dark to deep black skin)

Use an ****espresso or black-brown**** pencil—never jet black, as it can look too stark against your natural beauty.

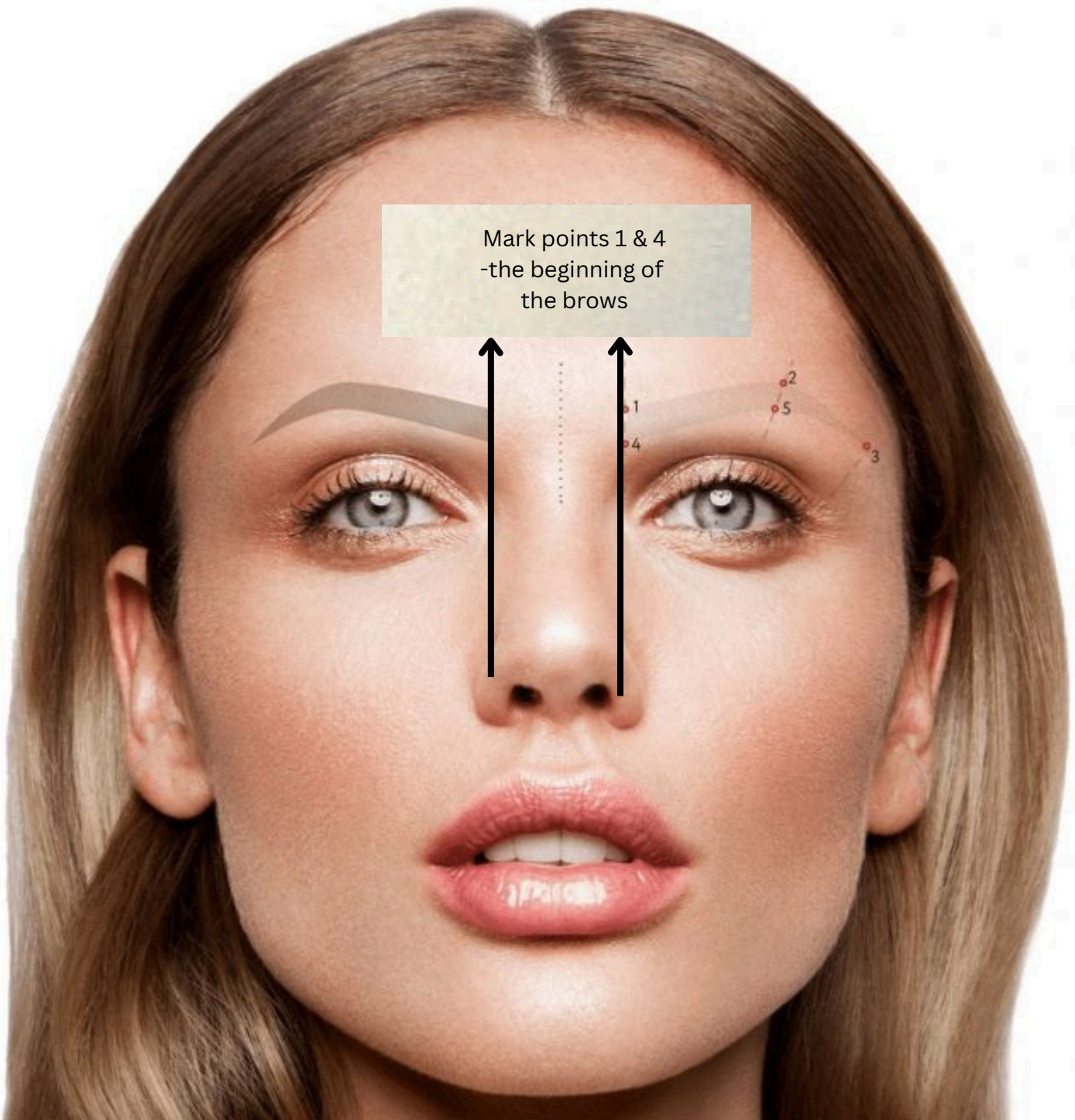
✨ ***Pro Tip:** Always swatch your pencil on bare skin first—what looks good in the packaging might look totally different once it's on your face.

STEP 1

LET'S START MAPPING YOUR BROWS

1. Beginning of the Brow: Grab your string and stain it with the brow pencil - this will be your marking tool. We're going to start by marking the beginning of your brows (points 1 & 4). Use the lateral wings of the nose as guides. Mark two vertical lines as shown below. Choose the thickness of your brow that best suits your face and mark two small dots here.

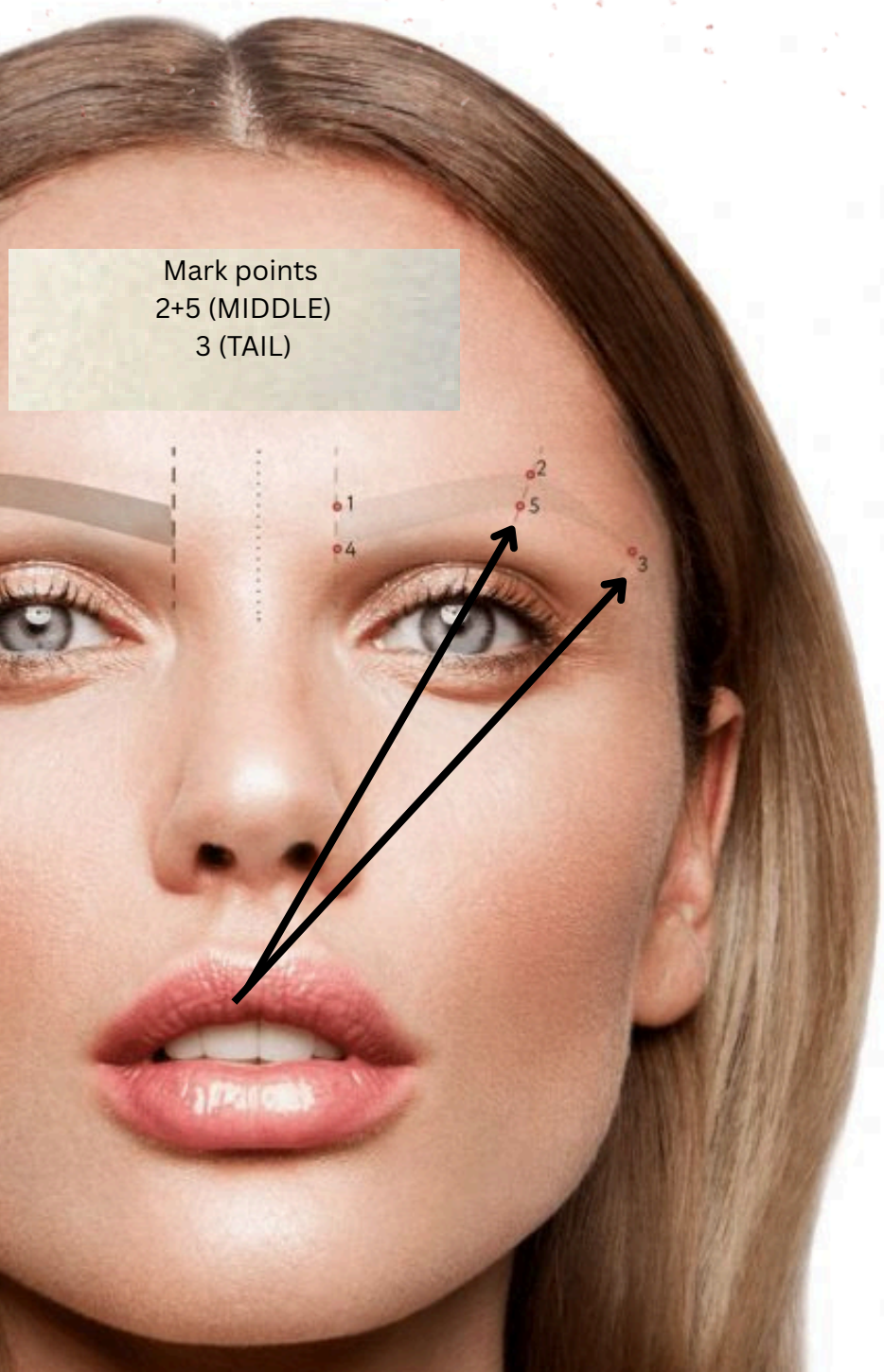
Mark points 1 & 4
-the beginning of
the brows



STEPS 2 & 3

2. **Arch:** find your points 2 & 5 (top and bottom arches) by anchoring your string at your lip's cupid bow and go diagonally through the pupil.

3. **Tail:** Mark point 3 by anchoring the same way but now move the string to the end of your last lash.



S T E P 4 & 5

4. Drawing the Brow: Connect the Dots

Now that you've marked all the key points of your brow - the beginning, the arch, and the tail — it's time to connect them and bring your brow to life. Think of this step as connecting the dots to create a clean outline.

Here's how:

4.1. Draw the Lower Brow Line

Using your pencil, lightly draw a line starting from the point⁴ of your brow following along your natural lower brow bone, and ending at your tail point. This line should be a perfect curve.

4.2. Draw the Upper Brow Line

Now go back to the start point (1), and draw another light line — this time along the top of the brow — tapering slightly upward toward the arch (2), and then angling down gently toward the tail (3).

4.3. Connect the Tail

Make sure the end of the upper and lower lines meet in a clean, tapered point at the tail. This gives your brow a defined yet natural-looking finish.

5. Create the Body of the Brow

Between those two lines is the space you'll fill in with the pencil. This is your brow body. The front (near the nose) should stay soft and lighter in color, while the arch and tail can be a bit more dark and defined.

✨ *Pro Tip: Keep your hand light and steady. You can always build up color, but it's harder to tone it down if it's too dark right away.

CONNECT THE DOTS - STEP 4



STEP 6

As a final step clean the lines made with the string, blend with a Spoolie, set them with gel and apply concealer. This is how:

Use a spoolie brush to blend everything together. This softens any harsh lines and gives your brows that soft, gradient look.

Set with Gel (Optional) - If you want extra hold, brush through your brows with a clear or tinted brow gel. This keeps the hairs in place and gives a polished finish all day!

Apply concealer right below the bottom arch to make them pop. A touch of light does wonders!



READY FOR BROWS THAT DON'T WIPE OFF?

You've just learned how to shape, map, and draw your brows like a pro — and I'm so proud of you for taking the time to invest in yourself.

But here's the truth: there's an even better way.

If you're tired of:

- Spending 10-15 minutes every morning trying to make your brows match
- Worrying about them smudging at work, the gym, in the pool, or during a hot day
- Buying pencil after pencil — and still not getting it quite right...

Then it might be time for Permanent Makeup!

At Cincinnati Permanent Makeup, We specialize in creating custom, natural-looking brows that are designed just for you — your face, your skin tone, and your lifestyle. **The best part? They last years.** Whether you want a soft powder finish or a more defined look, we'll create something that enhances your beauty and saves you time every single day.



Limited-Time Offer - Just for You!

As a thank you for downloading this guide, I'd love to invite you to book a brow session with me and receive a \$50 gift voucher toward your first permanent makeup service. But don't wait — this offer expires in 30 days.



Book now at www.cincipmu.com



Call or text: 513-204-9389



Follow me in Instagram @cincipmu

Let's create brows you never have to worry about again!