

NY BROWS &
BEAUTY SALON

10 AM–7:30 PM

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WELCOME: PLANT-BASED SKINCARE IN LOWER MANHATTAN

If you work, live, or commute through the Financial District, your skin gets a workout. Crowded trains, **dry office air,** long hours, and **weather swings** all show up on your face.

At NY Brows & Beauty Salon, our organic facials use **plant-based ingredients** and are made without **synthetic chemicals, parabens, or sulfates.** Each treatment begins with a **personalized skin analysis,** so what we do is matched to your skin.

This guide is a planning tool. It explains the menu, the process, and what to expect **before and after your facial.** It also gives you honest answers about what facials can and cannot do. We are located at 70 Fulton Street, close to Wall Street and Downtown.



THE FACIAL MENU AND PRICES

We offer seven facial options.

Facial	Price
Herbal Organic Facial	$60
Deep Cleansing	$70
Acne Hydromedic	$75
Seaweed Facial	$75
Four Layer Facial	$80
Microdermabrasion	$85
Microdermabrasion and Deep Cleansing	$100

Prices are current as of publication and may change. Please confirm when you book.

A note on the menu: Treatment contents and timings differ from one facial to another. If you want to know **exactly what's included** in any option, or **how long it takes,** ask us when you book or at your consultation. We are happy to explain.



WHAT TO SAYAT YOUR CONSULTATION

The best recommendation comes from good information. You don't need skincare vocabulary. Plain words work well. Here are the things that help us most.

1. What bothers you most?
Examples: "My skin feels **tight and dry.**" "I get **breakouts** around my chin." "My skin looks **dull and tired.**" "I get **ingrown hairs** after shaving."

2. What do you want to be different?
Examples: "I'd like my skin to **feel more comfortable.**" "I have an **event next week.**" "I want to **start a routine.**"

3. What have you tried?
Mention products you use now, treatments you've had, and **anything that irritated your skin.**

4. What should we know before we begin?
Allergies, skin conditions, medications that affect your skin, **pregnancy, recent sun exposure, and recent procedures.**

5. What is your comfort level?
If you prefer a **lighter touch,** tell us. If you're **nervous,** tell us that too.

Tip: take a photo of the labels on your current skincare products and bring it along. It **saves time** and helps us avoid anything that might clash.



THE FIVE STAGES OF YOUR FACIAL, AND WHAT WE NEED FROM YOU

Our standard process has five stages. Here is what happens at each one and how you can help.

Stage	What happens	How you can help
1. Skin analysis	We look at your skin and talk through your **goals and concerns**	Be open about your skin, **habits, and sensitivities**
2. Gentle cleansing and exfoliation	Makeup and buildup are cleansed away, and **dead skin cells are gently removed**	Tell us if anything feels **too strong or uncomfortable**
3. Customized treatment mask	A mask is chosen to **suit your skin's needs**	Let us know afterward **how your skin felt**
4. Controlled techniques to remove impurities	Careful techniques **clear congestion** where needed	Stay relaxed, and tell us if you **feel any discomfort**
5. Botanical serum or moisturizer	A soothing finish is applied to **hydrate and comfort** the skin	**Ask what to use at home**



MICRODERMABRASION: CHOOSING AND CARING FOR YOUR SKIN

Our menu includes two microdermabrasion options: **Microdermabrasion** on its own, and **Microdermabrasion and Deep Cleansing** combined.

What it is Microdermabrasion is a resurfacing treatment that exfoliates the outermost layer of dead skin cells. People often choose it for skin that looks **dull or feels rough.**

Choosing between the two Microdermabrasion alone focuses on resurfacing. The combined option adds **deep cleansing.** If you're unsure which is right for you, tell us how your skin feels, and we'll recommend a starting point.

Prepare

- Avoid **strong exfoliants, scrubs, and peels** for a few days beforehand.
- Tell us if you use **retinoids, exfoliating acids, or prescription skincare.**
- Avoid **sunburn and heavy sun exposure.**
- Mention any **recent procedures,** such as peels or laser.

Afterward

- Skin may look slightly pink or feel a bit sensitive for a short time.
- **Sunscreen matters more than ever.** Freshly resurfaced skin is more sensitive to the sun.
- Skip **strong exfoliants and active products** until your skin settles.
- Avoid **picking or scrubbing.**
- **Moisturize and keep your routine simple.**



REALISTIC RESULTS: WHAT "3 TO 4 WEEKS" REALLY MEANS

Results from a facial typically last about **3 to 4 weeks,** and regular visits can build on those results over time. Here is how to think about that.

It's a range, not a promise Your skin, habits, and environment all play a part. Some people see results last longer, and others find they fade sooner.

What can shorten results

- Skipping **sunscreen**
- **Over-exfoliating** at home
- Using products that **irritate your skin**
- **Stress, poor sleep,** and big routine changes
- Very dry or very humid **weather**

What can help results last

- **Daily sunscreen**
- A **gentle, consistent** home routine
- **Drinking water** and sleeping well
- **Not picking** at your skin
- Keeping **regular appointments**

What "cumulative" means: Skin renews itself continuously. Regular facials help keep it **clean, hydrated, and comfortable,** and many clients find their skin looks better over several visits than after any single one. That is a **gradual change,** not a dramatic one.

What a facial won't do: A facial won't **change your skin type, permanently shrink your pores, or remove deep wrinkles.** It supports **healthy-looking skin.** For medical skin concerns, a **dermatologist** is the right person.



REDNESS, DOWNTIME, AND NORMAL SKIN REACTIONS

One of the questions people ask most is whether they'll look different when they walk out. For most clients, an organic facial involves **little or no downtime,** and you can return to your day. Skin is individual, though, so here is what's reasonable to expect.

Usually fine

- A little **pinkness for a short while,** especially after extractions or resurfacing
- Skin that feels **slightly sensitive**
- A **few small spots** in the following days as skin adjusts

Worth monitoring

- Redness that **lasts or spreads**
- **Swelling**
- **Stinging or burning** that doesn't settle
- Spots or irritation that **get worse**

Contact us or a medical professional if

- You develop **severe redness, swelling, or pain**
- You see **blisters, oozing, or signs of infection**
- You think you're having an **allergic reaction**

Planning around it: If you have an important meeting or event, avoid booking your facial for **the same day.** A **few days ahead** gives your skin time to settle.



YOUR COUNTDOWN TO A BIG DAY

If you're preparing for a wedding, a photo shoot, or a big presentation, a simple timeline helps.

When	What to do
2 weeks before	Keep your skincare routine steady. **Don't start new active products.** Protect your skin from sunburn.
1 week before	Book your facial for **5 to 7 days ahead.** Avoid harsh exfoliants.
5 to 7 days before	Have your facial. This leaves time for **any redness to settle.**
2 to 3 days before	Keep your routine simple: gentle cleanser, moisturizer, sunscreen. **No experiments.**
The day before	Drink water, sleep well, and **avoid picking or trying new products.**
The day of	Cleanse gently, moisturize, apply sunscreen, and **enjoy the event.**

Why not the day before?
Skin can look **a little flushed after a facial,** especially after extractions. A few days gives it **time to settle.**



WHEN TO RESCHEDULE YOUR FACIAL

Sometimes the best choice is to wait. Please consider **rescheduling,** and call us if you're unsure, when:

- You have a **sunburn or very irritated skin**
- You have **open cuts, wounds, or broken skin** on the face
- You have a **visible skin infection, cold sore flare, or fever**
- You've had a **recent peel, laser, or other facial procedure**
- Your skin is in the middle of a **strong reaction to a product**
- You've recently used **strong exfoliants or prescription products** and your skin **feels raw**

It's never a bother: We would much rather move your appointment than treat skin that **needs time to heal.** Call us, and we'll find a new time.



PLANNING YOUR BUDGET

A facial works best as a **routine.** Knowing the cost helps you plan. Many clients rebook about **every 4 weeks,** and a longer interval of **around 6 weeks** suits others.

Facial	Price	About 9 visits a year (every ~6 weeks)	About 13 visits a year (every 4 weeks)
Herbal Organic Facial	$60	$540	$780
Deep Cleansing	$70	$630	$910
Acne Hydromedic	75	675	975
Seaweed Facial	75	675	975
Four Layer Facial	$80	$720	$1,040
Microdermabrasion	$85	$765	$1,105
Microdermabrasion and Deep Cleansing	$100	$900	$1,300

Figures are estimates using current menu prices, before any tip. Prices may change.

Making it work

- You don't have to book every visit at the same level. Some clients **alternate treatments.**
- A **good home routine** can help you stretch the time between visits.
- Ask us what **schedule makes sense** for your skin and budget. We'd rather you come at a **comfortable rhythm** than overstretch.



FACIALS FOR MEN

Facials are for everyone. Men often come to us for customized facials that address:

- **Oiliness and congestion**
- **Ingrown hairs** from shaving
- **Dryness and tightness,** particularly in winter

Tips

- **Shave gently,** and **avoid a close shave** right before your appointment if you can. Freshly shaved skin is **more sensitive.**
- Tell us about **razor bumps, ingrown hairs, or irritation.**
- A simple home routine of **cleanser, moisturizer, and sunscreen** goes a long way.



AFTERCARE AND THE SEASONS

Right after your facial

- Avoid **touching your face** and applying **heavy makeup** for a few hours.
- Use **sunscreen daily.**
- **Stay hydrated.**
- Rebook **around every 4 weeks,** or at the rhythm we recommend.

Through the seasons

Season	What your skin may need
Fall	A **refresh** after summer sun and heat
Winter	**Extra hydration** for cold air and indoor heating
Spring	A **routine check** as the weather changes
Summer	**Thorough cleansing** and **reliable sun protection**

All year: The most useful habits are the least exciting: **sunscreen, gentle cleansing, moisturizer, water, and sleep.**



QUICK ANSWERS TO COMMON QUESTIONS

What is an organic facial?
A treatment that uses **plant-based products** to cleanse and refresh the skin.

How long do the results last?
About **3 to 4 weeks.** Regular visits can build on the results over time.

Is it safe for sensitive skin?
Our products are plant-based and made without **synthetic chemicals, parabens, or sulfates,** and many clients with sensitive skin enjoy our facials. Natural ingredients can still cause reactions in some people. Please **tell us about your skin** before we begin.

Can men get facials?
Yes. See Section 11.

How should I care for my skin afterward?
Avoid **touching your face and applying heavy makeup** for a few hours, use daily sunscreen, stay hydrated, and rebook **about every 4 weeks.**

Willl have downtime?
Most clients return to their day right away. **Some redness is possible,** especially after extractions or resurfacing.

Do you accept walk-ins?
Walk-ins are welcome. Booking ahead is recommended if you have a specific time in mind.



BOOKING AND VISITING US

RESERVE ONLINE OR CALL US. IF YOU'RE UNSURE WHICH FACIAL TO CHOOSE, **DESCRIBE YOUR SKIN** AND WE'LL RECOMMEND A STARTING POINT.

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