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**NY BROWS &
BEAUTY SALON**

10 AM–7:30 PM

**70 Fulton St New
York, NY 10038, USA**

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NYTHREADING BROW GUIDE

Professional Eyebrow Threading in Manhattan

**A complete guide to precise eyebrow threading, brow shaping,
and aftercare for naturally defined brows.**

1. Why NYThreading — The Manhattan Advantage
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WHY NYTHREADING THE MANHATTAN ADVANTAGE

NYThreading is built for Manhattan life. We focus on speed without sacrificing craft — perfect for commuters, professionals, and anyone who wants brows that look great under office lights, phone cameras, and onstage.

What sets NYThreading apart:

- Precision first — every thread stroke is mapped for symmetry.
- Design-forward — we sculpt brows to work with expression and movement.
- Time-smart appointments — most services fit into a lunch break.
- Local knowledge — we design shapes that read well in photography, meetings, and video calls.



HOW EYEBROW HAIR GROWS (QUICK SCIENCE)

Understanding hair growth helps explain how and when to schedule threading.

Key points:

- Hair growth cycle: anagen (growth), catagen (transition), telogen (rest). Brows have a relatively slow cycle – that's why threading regrowth appears over weeks rather than days.
- Follicle depth: hair removed from root takes longer to reappear than surface shaving.
- Density vs. direction: hair density affects fullness; hair direction affects how the arch and tail are read when you smile or raise brows.

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Why this matters:

- Timing threading sessions to growth phases gives cleaner shapes and longer-lasting results.
- Technicians read hair direction to prevent over-thinning and to preserve natural expression.



THREADING TECHNIQUE — WHAT MAKES IT DIFFERENT

Threading is more than “pulling hair with thread.” At NYThreading we use refined techniques:

- Micro-mapping — tiny reference points guide every pass for exact symmetry.
- Sectioned threading — we work in small zones to keep lines crisp.
- Tension control — the right thread tension prevents skin rolling and reduces sensation.
- Complementary finishing — scissor texturizing, light brushing, and targeted soothing.

Variations technicians may use:

- Single-hand thread technique — fast and ideal for experienced artists.
- Two-hand method — gives control on tricky arches.
- Combination services — threading + tint or light trimming for a finished look.

Common client outcomes:

- Clean, defined arch and tail
- No sticky residue, no adhesive irritation
- Minimal downtime — redness subsides quickly



TOOLS, THREAD TYPES & HYGIENE STANDARDS

NYThreading standards (what we do, why it helps):

- Thread: premium, lint-free cotton thread; single-use packaging opened per client.
- Brushes & scissors: precision brow scissors, spoolies, and single-use wipes.
- Cleansers: medical-grade alkaline cleansers to remove oils without irritation.
- Soothing: pharmaceutical-grade aloe gel or calendula serum post-thread.
- Sanitation: technician hand-wash + sanitizer between clients; surface disinfectant spray after every client.

Why this matters:

- Single-use thread reduces cross-contamination risk.
- Quality thread and tension = cleaner pulls and less breakage.
- Proper aftercare products accelerate recovery and minimize redness.



THE CLIENT JOURNEY — BEFORE, DURING, AFTER

This is the real experience you'll have at NYThreading.

Before (arrival)

- Intake & consultation: tell us about skin meds, recent peels, and past brow history.
- Map review: we draw the recommended shape and ask for your OK.

During (treatment)

- Cleanse → map → thread in careful sections → trim/texturize → soothe.
- Communication: we check symmetry and comfort during the session.

After (home)

- Immediate: expect slight pinkness; use cold compress or aloe gel.
- 24–48 hours: gentle care; avoid heavy makeup or sauna.
- 2 weeks: hair direction settles; perform any light grooming if needed.

Client outcome goals:

- Natural enhancement — not over-made.
- Long-lasting shape with minimal maintenance.
- Confidence in appearance for work, events, and photos.



BROW DESIGN PRINCIPLES

We use design rules – not rigid templates – to sculpt brows.

Core principles:

- Balance over symmetry – perfect symmetry is rare; we aim for perceived balance.
- Golden points: brow start, arch, and tail are positioned relative to nose and pupil.
- Movement-aware shaping: brows should express naturally when you talk, smile, or raise eyebrows.
- Volume conservation: preserve fullness where it flatters the eye and face.

Quick checklist for designers:

- Check hair direction at inner third of brow.
- Avoid over-thinning the brow head (it frames the eye).
- Use light trims to keep texture, not remove body.



FACE SHAPE + BROW STYLE QUICK GUIDE

| Face Shape | Brow Style | Why It Works |
|------------|---------------------------------|---|
| Round | Medium arch with longer tail | Adds vertical lift, visually elongates face |
| Oval | Soft, slightly angled arch | Maintains natural harmony of features |
| Square | Higher arch, thicker body | Softens jawline and adds angular balance |
| Heart | Soft arch and tapered tail | Balances wider forehead with narrower chin |
| Diamond | Slight curve, moderate fullness | Softens cheekbones and opens the eye area |



SERVICES & PACKAGES

| Service | Description | Typical Time |
|---------------------------------|-------------------------------------|---------------------|
| Brow Threading – Classic | Full shape & tidy; mapping included | 12–18 min |
| Brow Threading + Scissor Sculpt | Shape + scissor texturizing | 18–25 min |
| Brow Threading + Tint | Shape + professional tint | 30–40 min |
| Express Brow Tidy | Fast tidy between visits | 8–10 min |
| Full Face Threading | Brow + lip + chin + cheeks | 30–45 min |



PREP CHECKLIST 48 HOURS TO APPOINTMENT

48-24 HOURS BEFORE:

- AVOID CHEMICAL EXFOLIANTS (AHA/BHA) IN THE BROW AREA.
- DO NOT BLEACH OR OTHERWISE CHEMICALLY ALTER BROW HAIRS.
- LET BROWS GROW NATURALLY (AVOID TWEEZING).

12-2 HOURS BEFORE:

- AVOID HEAVY CAFFEINE IF YOU'RE SENSITIVE TO PAIN.
- COME WITH A CLEAN FACE — REMOVE OIL AND HEAVY MAKEUP.
- BRING REFERENCE PHOTOS IF YOU HAVE A SPECIFIC LOOK.

DAY-OF:

- ARRIVE 5-10 MINUTES EARLY TO CONFIRM THE MAP.
- NOTIFY YOUR TECHNICIAN OF ANYTHING THAT CHANGED SINCE BOOKING (RECENT PEELS, MEDS).



AFTERCARE & TROUBLESHOOTING — 0 TO 14 DAYS

IMMEDIATE (0-24 HOURS)

- COOL COMPRESS IF NEEDED; GENTLE ALOE GEL FOR REDNESS.
- NO HEAVY MAKEUP OR ACTIVE SKINCARE ACIDS ON THE AREA.

SHORT TERM (48-72 HOURS)

- AVOID STEAM ROOMS, SAUNAS, AND HEAVY WORKOUTS.
- IF MINOR INGROWN HAIRS APPEAR, AVOID PICKING — BOOK A QUICK TIDY.

FIRST TWO WEEKS

- BRUSH BROWS DAILY TO TRAIN DIRECTION; USE A CLEAR GEL TO TAME FLYAWAYS.
- IF ANY IRRITATION PERSISTS PAST 48 HOURS OR YOU SEE SIGNS OF INFECTION (EXCESSIVE SWELLING, PUS), CONTACT THE SALON.

TROUBLESHOOTING TIPS

- UNEVEN REGROWTH? BOOK A CORRECTIVE TIDY 7-10 DAYS AFTER THE FIRST SESSION.
- SPARSE HEAD OF BROW? CONSIDER TINT OR MICRO-TINTING TO CREATE VISUAL FULLNESS.
- PAINFUL BUMPS? USE A WARM COMPRESS AND CONSULT THE SALON.



MAINTENANCE PLANNER, PRO TIPS

MAINTENANCE PLANNER

- 1ST VISIT — INITIAL MAPPING AND SHAPING.
- 2-4 WEEKS — TIDY AND ADJUST.
- ONGOING — EVERY 3-4 WEEKS FOR MOST CLIENTS

EVERY 2 WEEKS IF HAIR GROWS RAPIDLY.

PRO TIPS FROM NYTHREADING ARTISTS

- FOR NATURAL FULLNESS: AVOID OVER-PLUCKING THE INNER HEAD OF THE BROW.
- TO REDUCE SENSITIVITY: EXFOLIATE GENTLY A WEEK BEFORE (NOT 48 HOURS PRIOR).
- FOR QUICK TOUCH-UPS AT HOME: USE A CLEAN SPOOLIE AND TRIM ONLY OBVIOUS LONG HAIRS.



ELEVATE YOUR BROW EXPERIENCE

DISCOVER REFINED EYEBROW THREADING AT NYTHREADING, WHERE PRECISION MEETS ARTISTRY IN THE HEART OF MANHATTAN.

OUR EXPERIENCED SPECIALISTS CAREFULLY SHAPE EACH BROW TO COMPLEMENT YOUR NATURAL FEATURES, CREATING A CLEAN, BALANCED, AND EFFORTLESS LOOK. EVERY SESSION IS DESIGNED TO DELIVER SUBTLE DEFINITION AND LONG-LASTING RESULTS.

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NEW YORK, NY 10038



SCHEDULE YOUR VISIT:

[HTTPS://NYTHREADING.COM/BOOKANAPPOINTMENT.HTML](https://nythreading.com/bookanappointment.html)

YOU MAY ALSO VISIT US DIRECTLY OR SCAN THE QR CODE TO BOOK YOUR APPOINTMENT WITH EASE.
STAY CONNECTED WITH US ON SOCIAL MEDIA FOR THE LATEST UPDATES, BEAUTY TIPS, AND EXCLUSIVE OFFERS.

