

Contents

- 3 WELCOME
- 4 PHOTOS OF WORK
- 5 WHAT IS LIP BLUSH?
- 6 IWHO IS LIP BLUSH FOR?
- 7 YOUR LIP BLUSH JOURNEY STEP BY STEP
- 8 COLOUR THEORY & CUSTOMISATION
- 9 PRECARE
- 10 AFTERCARE & HEALING JOURNEY
- 11 RESULTS & LONGEVITY
- 12 CHOOSING THE RIGHT ARTIST
- 13 BOOK YOUR LIP BLUSH EXPERIENCE
- 14 closing note from Rachel

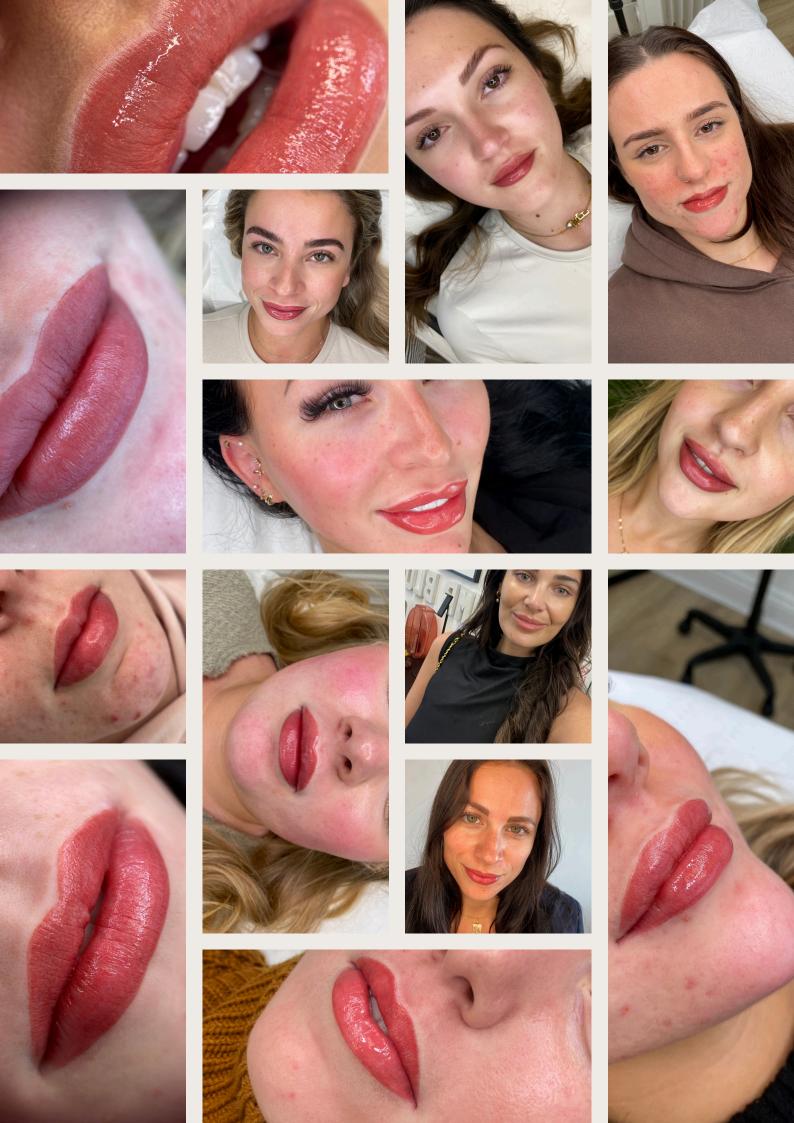
Welcome

Hey beautiful,

I'm Rachel the artist behind by Rachel Jade in Worthing. I've created this free guide to help you understand everything about Lip Blush: how it works, who it's for, what to expect during healing, and how to get the best results possible.

My goal is to help you wake up feeling confident, with lips that look effortlessly enhanced and naturally defined every single day.

By the end of this guide, you'll know exactly whether Lip Blush is right for you and if it is, I can't wait to welcome you into the studio soon!



WHAT IS LIP BLUSH?

Lip Blush is a semi-permanent tattoo that enhances the natural colour, shape, and symmetry of your lips.

Using a specialised cosmetic tattooing technique, we implant pigment gently into the skin to give a soft, tinted-lip look that lasts 2–3 years.

It's perfect for:

- · Giving pale or uneven lips a natural tint
- Restoring shape and definition
- Creating the illusion of fuller, more youthful lips
- Reducing the need for lipstick or liner every day

Common Myths Busted

- X It's painful We use medical-grade numbing to keep you comfortable.
- X It looks fake The healed result is soft and natural, not harsh.
- X It's permanent Pigment fades gradually and can be refreshed every couple of years.

WHO IS LIP BLUSH FOR?

Lip Blush is suitable for most people who want to enhance their natural beauty.

It's especially great for:

- Those with naturally pale or cool-toned lips
- Anyone with uneven lip borders or minor scarring
- People who want to save time getting ready
- Clients seeking a youthful, healthy glow

You May Need to Wait or Get Medical Approval If:

You must be in good general health before booking. If you have any of the following, you'll need to provide a doctor's note confirming it's safe to proceed:

- Blood disorders (e.g. haemophilia, anaemia)
- · Heart conditions
- Autoimmune disease
- Recent chemotherapy or radiotherapy
- HIV or Hepatitis B/C
- Pregnancy or breastfeeding (Lip Blush is not permitted)

Cold Sores (Important!)

If you've ever had a cold sore (even once), the Lip Blush procedure can trigger an outbreak during healing.

To prevent this:

- You must take an antiviral such as Aciclovir or Valaciclovir starting 2 days before your appointment and continuing for 3 days after.
- These can be obtained from your GP or local pharmacy.
- If you arrive without taking prevention medication and you have a history of cold sores, your appointment will need to be rescheduled.

Your Lip Blush Journey Step by Step

CONSULTATION: WE DISCUSS
YOUR DESIRED LOOK,
UNDERTONE, AND SHAPE. I'LL
ASSESS YOUR NATURAL LIP
COLOUR AND RECOMMEND THE
BEST PIGMENT MATCH.

MAPPING & DESIGN: WE PERFECT YOUR LIP SHAPE WITH SYMMETRY MAPPING THINK OF IT AS YOUR PERSONAL BLUEPRINT. NOTHING BEGINS UNTIL YOU'RE HAPPY.

COMFORT: YOUR COMFORT IS A TOP PRIORITY THE TREATMENT AREA CAN BE PREPARED IN A WAY THAT HELPS MINIMISE ANY DISCOMFORT DURING THE PROCEDURE.

PIGMENT IMPLANTATION: USING A DIGITAL COSMETIC TATTOO DEVICE, PIGMENT IS CAREFULLY LAYERED INTO THE LIPS TO CREATE A NATURAL FLUSH.

HEALING & AFTERCARE: YOU'LL RECEIVE FULL AFTERCARE INSTRUCTIONS AND A BALM TO KEEP YOUR LIPS PROTECTED WHILE THEY HEAL.

COLOUR THEORY & CUSTOMISATION

Every client's lips are unique - undertone, skin tone, and lifestyle all influence pigment choice.

I create custom blends for each person, using professional pigments that heal beautifully into soft pinks, peaches, or nude tones.

Fresh vs Healed Results

Immediately after treatment, colour appears brighter and bolder.

Once healed, it fades 30–50 % to a soft, natural tint your perfect "your lips but better" shade.

HOW TO PREPARE FOR YOUR LIP BLUSH APPOINTMENT

To get the best, most long-lasting results from your Lip Blush treatment, it's important to properly prepare in the days leading up to your appointment. Follow these simple steps to make sure your lips are in perfect condition and ready for pigment!

- Hydrate, Hydrate, Hydrate!
- Drink plenty of water in the week before your appointment hydrated lips retain colour better and heal beautifully. Dry or cracked lips can affect how the pigment takes.
- Exfoliate Gently Two to three days before your appointment, gently
 exfoliate your lips with a sugar scrub or a soft toothbrush to remove any
 dry skin. Follow up with a nourishing balm to keep them soft and smooth.
- Avoid Certain Products
- Stop using any active skincare products (like Retinol, AHA/BHA acids, or exfoliating serums) around the lip area at least 7 days before your appointment. These can make your skin more sensitive.
- No Caffeine or Alcohol 78 Hours Before Both can thin the blood and cause more bleeding during your treatment which can affect pigment retention.
- Avoid Lip Fillers Close to Your Appointment If you have lip filler, please
 wait at least 4 weeks before or after your Lip Blush appointment to allow
 the tissue to fully heal and settle.
- Cold Sores If you're prone to cold sores, contact your GP or pharmacist about taking an antiviral medication (like Aciclovir) before your treatment. Lip Blush can trigger an outbreak, so prevention is key.
- Come with Clean, Bare Lips

AFTERCARE & HEALING JOURNEY

Proper aftercare is essential for flawless results.

Do's

- Keep lips clean and dry for the first 24 hours.
- Use only the balm provided apply with clean hands.
- Allow any scabs or flakes to shed naturally.
- Drink through a straw for the first few days.
- Sleep on your back if possible.

Don'ts

- Don't pick or rub the lips.
- Avoid makeup, lip balm, or skincare products not provided.
- No sun exposure, swimming, saunas, or heavy exercise for 7 days.

Healing Timeline

Day 1-2: Swelling and colour appear bright.

Day 3-5: Lips feel tight and start to flake.

Day 6-10: Colour looks patchy or faded — this is normal!

Week 4-6: Colour settles and evens out beautifully.

A perfecting top-up is recommended 6-8 weeks after your initial session.

RESULTS & LONGEVITY

Your Lip Blush can last 2-3 years depending on:

- Skin type and lifestyle
- Sun exposure
- Skincare products (especially exfoliants or retinol near the lips)
- Smoking or lip biting

A colour-boost session every 18-24 months keeps results fresh and defined.

CHOOSING THE RIGHT ARTIST

Your face deserves expertise and care. When choosing a Lip Blush artist, always look for:

- Certified and insured professional
- Clean, licensed environment
- Portfolio of healed results, not just fresh ones
- Knowledge of colour theory and skin tones

Why by Rachel Jade?

- Advanced training in Lip Blush & semipermanent makeup
- Fully licensed & insured
- Hundreds of happy clients across Worthing and Sussex
- → Warm, friendly studio designed for your comfort

BOOK YOUR LIP BLUSH EXPERIENCE

When you book at by Rachel Jade, your treatment includes:

- A full consultation
- Custom pigment selection
- Aftercare kit
- Perfecting top-up session (6-8 weeks later)
- Location: Worthing, West Sussex
- Book Online
- Instagram
- Special Offer: Quote EBOOK20 for £20 off your first Lip Blush appointment.

Closing Note From Rachel

Thank you for reading my Lip

Blush Guide!

If you found it helpful, share it with a friend or tag me on Instagram I love seeing my clients feel beautiful and confident.

Rachel Jade
by Rachel Jade | Lip Blush
Specialist | Worthing, West
Sussex