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THE COMPLETE GUIDE TO ORGANIC FACIALS IN BROOKLYN NYC BY BROOKLYN BROWS

SHED THE STUBBLE: EXPERIENCE ULTRA-SMOOTH, EFFORTLESS SKIN

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THIS GUIDE WAS CREATED BY THE ESTHETICIANS AT BROOKLYN BROWS TO HELP CLIENTS UNDERSTAND WHAT A BOTANICAL FACIAL INVOLVES, HOW TO PREPARE FOR ONE, AND HOW TO CARE FOR THEIR SKIN BETWEEN VISITS.



WHY CHOOSE A BOTANICAL FACIAL

City skin works hard. **Pollution, hot indoor air, cold winters**, and a full schedule all take a toll on your complexion, and a **facial** is one of the most effective ways to **reset it with professional attention**.

At **Brooklyn Brows**, our organic facial is built around botanical*, plant-based formulas chosen for your skin type on the day of your visit. The focus is on **cleansing, hydrating, and supporting the skin** rather than stripping it, which is why this treatment **suits so many different skin types**.

"Organic" is a term used loosely across the beauty industry, so here is what it means for us in practice: **fragrance-controlled, botanical formulas** built around ingredients like aloe vera, green tea, hyaluronic acid, and plant oils, without harsh sulphates or synthetic dyes.

This guide explains what happens in the treatment room, how to prepare, and how to look after your skin afterward.



THE INGREDIENTS BEHIND THE TREATMENT

Knowing what goes on your skin makes it easier to choose and to follow up at home. Here are the main ingredients you can expect in our facials.

Aloe vera: Is widely used to **soothe and hydrate** skin, and it is a common choice in products for skin that feels tight or looks flushed.

Green tea: Is a plant extract commonly used in skincare for its **calming, antioxidant properties**.

Hyaluronic acid: Is a hydrating ingredient that **holds water on the skin's surface**. It can help skin look **plumper and more dewy**, and may soften the appearance of fine lines caused by dryness. Despite the word "acid," it is a moisturizing ingredient, not an exfoliant.

Plant oils: Help **cushion the skin and seal in moisture**.

Fruit enzymes, such as papaya and pineapple: Gently **dissolve dead skin** cells on the surface, which can leave skin looking smoother without the friction of a coarse scrub.

Raw clays: Can help **absorb excess oil** and are often chosen for congested skin.

Honey: Is a **natural humectant** and is often used in masks for dry or dull skin.

A note on allergies: **plant-based does not mean allergy-free**. Fruits, honey, and plant oils can trigger reactions in some people. If you have any **known allergies**, please tell your esthetician before the treatment begins.



YOUR FACIAL, STEP BY STEP

A standard organic facial at **Brooklyn Brows** typically takes about **45 to 60 minutes**. Here is how a session usually unfolds.

- 1. Skin analysis:** Your esthetician looks closely at your skin and asks about your goals, so products can be chosen for your **skin type that day**.
- 2. Botanical cleansing:** A **double cleanse** with a gentle milk cleanser, along with steam, lifts away makeup, oil, and city pollutants and softens the skin ahead of the next steps.
- 3. Herbal exfoliation:** **Natural fruit enzymes**, such as papaya or pineapple, **remove dead surface cells** without the micro-tears that harsh physical scrubs can cause.
- 4. Extractions, where needed:** If your skin calls for it, your esthetician will **gently clear congestion**.
- 5. Custom nutrient mask:** A mask is **blended for your skin's needs that day**, using ingredients such as raw clays, honey, or botanical extracts, depending on whether your skin needs more **hydration or more clarifying**.
- 6. Healing massage:** A relaxing facial massage **boosts circulation, supports lymphatic drainage**, and works serums into the skin.
- 7. Finishing layer:** Treatment ends with **serum, moisturizer, and SPF** to protect your skin as you head back out.

Most clients find the experience relaxing. If anything feels uncomfortable, **say so at any point** and your esthetician will adjust.



SKIN ANALYSIS: HOW YOUR PRODUCTS ARE CHOSEN

Every facial starts with a skin analysis because **skin changes**. What your face needs in a dry January is not what it needs after a humid summer, a stressful month, or a new skincare product.

What your esthetician looks for:

- **Skin type and current condition:** dry, oily, combination, or sensitive
- **Signs of dehydration**, such as tightness or flaking
- **Congestion**, blackheads, and uneven texture
- **Redness or reactivity**
- **Your goals** and any upcoming events

Why it may differ from visit to visit: Because products are matched to your skin on the day, your second facial may not be identical to your first. That is intentional. A treatment that **adapts to your skin** tends to work better than a fixed routine.

If you've had a reaction to a product in the past, **bring it up**. It helps us avoid repeating it.



WHICH FACIAL IS RIGHT FOR YOUR SKIN?

Not sure what your skin needs? This quick reference shows how we generally approach common concerns. Your esthetician will confirm after analyzing your skin.

If your skin feels...	The focus is typically...
Tight, flaky, or dull	Hydration: layered moisturizing ingredients to rebuild comfort and softness
Congested, with blackheads or uneven texture	Hydration: layered moisturizing ingredients to rebuild comfort and softness
Reactive or easily flushed	Hydration: layered moisturizing ingredients to rebuild comfort and softness
Mature or showing fine lines from dryness	Hydration: layered moisturizing ingredients to rebuild comfort and softness
Oily or breakout-prone	Hydration: layered moisturizing ingredients to rebuild comfort and softness

Add-ons and related treatments: If your skin needs a little more, ask about adding **microdermabrasion** to resurface the top layer before the mask. For active acne or persistent breakouts, we also offer a **hydromedic acne facial**, a separate treatment that follows its own protocol. If you're not sure where to begin, **book a standard organic facial**. Your esthetician will recommend a plan for next time.



SENSITIVE SKIN, ROSACEA, AND PREGNANCY

Many people avoid facials because their skin reacts easily. A botanical approach is often a comfortable fit, because the formulas we use are **fragrance-controlled** and free from **harsh sulphates and synthetic dyes**.

Why gentle formulas suit reactive skin Heavily fragranced products, strong acids, and abrasive scrubs are common triggers for **redness and irritation**. A facial built around **calming ingredients and gentle exfoliation** avoids many of them.

Please tell us before you book if you have:

- **Rosacea, eczema**, or other skin conditions
- **Known allergies** to fruits, honey, nuts, or plant oils
- A recent **chemical peel, laser treatment, or sunburn**
- Current use of **retinoids or prescription acne medication**
- **Pregnancy**

A note on pregnancy: many clients ask about facials during pregnancy. Let your esthetician know so products can be chosen with that in mind, and it's always sensible to **check with your doctor or midwife** if you have any concerns.

Botanical facials are **not a substitute for medical care**. For persistent, painful, or worsening skin conditions, **please see a dermatologist**.



HOW TO PREPARE FOR YOUR APPOINTMENT

In the days before:

- Avoid **heavy sun exposure and tanning**. Sunburned skin is too sensitive for a facial.
- Don't start any **new active skincare products** right before your visit.
- If you use **retinoids, exfoliating acids, or prescription skincare**, mention it when you book. We'll advise whether to pause them.
- Skip **at-home peels and scrubs** close to your appointment.

On the day:

- Come with a **clean face** if you can, or arrive a few minutes early to remove makeup.
- Wear something **comfortable**. Treatment includes massage.
- Bring a **list of your current skincare products** if you're unsure what's in your routine.
- **Arrive a few minutes early** so the consultation isn't rushed.



WHAT TO EXPECT AFTERWARD

Glow and comfort: Many clients leave with skin that looks refreshed and feels hydrated. Because botanical formulas are gentle, there is **little to no downtime** for most people, and you can go straight back to your day.

Temporary redness: Skin can look **slightly flushed** after a facial, particularly if extractions were part of your treatment. This usually settles on its own, which is why we suggest booking **a few days ahead of an important event** rather than the day before.

Makeup: We recommend **avoiding heavy makeup** for the rest of the day so your skin can breathe and absorb the products.

Results vary: A facial supports skin health, but skin is individual.

Consistent visits and a good home routine matter just as much as any single treatment.

If you notice **persistent irritation, swelling, or discomfort** after your visit, **contact us or a medical professional**.



AFTERCARE AND AN EVERYDAY HOME ROUTINE

For the first 24 hours:

- Skip **heavy makeup**.
- Avoid **saunas, steam rooms, and very hot showers**.
- **Don't pick at your skin**, especially if you had extractions.
- Hold off on **strong exfoliants, peels, and retinoids** unless your esthetician advises otherwise.
- Drink plenty of water.

A simple routine that protects your results:

1. **Gentle cleanser:** morning and evening.
2. **Hydrating serum:** to keep skin comfortable and plump.
3. **Moisturizer:** to support the skin barrier.
4. **Daily SPF:** the single most useful step for long-term skin health, even on cloudy days.

You don't need a long routine. **A short one done consistently beats a long one done occasionally.**



HOW OFTEN SHOULD YOU GET A FACIAL?

Understanding your skin's renewal cycle: Skin renews itself on a cycle of roughly four weeks, though this varies by person and tends to slow with age. For that reason, we recommend a facial **every 4 to 6 weeks**. This lets us treat fresh skin as it surfaces and keeps your results consistent year-round.

Timing a facial before an event: Book **five to seven days ahead** rather than the day before. If extractions cause any temporary redness, it has time to settle, and your skin looks its best on the day.

Seasonal tip: Many clients find their skin needs extra attention when the weather changes, particularly in a **dry Brooklyn winter**. If your skin suddenly feels different, mention it at your next visit.



FACIAL MYTHS, CORRECTED

Natural means it can't irritate: Plant-based ingredients are generally gentle, but they **aren't risk-free**. Fruits, honey, and essential oils can cause reactions in some people. That is why we ask about allergies and analyze your skin first.

One facial will fix my skin: A facial is a great reset, but lasting change comes from **regular visits and a consistent home routine**, especially daily SPF.

Steam and facials permanently open and close your pores: Pores don't have muscles to open or close. Steam softens the skin and makes cleansing and extractions more comfortable, but it doesn't change pore size.

Lift doesn't tingle or sting, it isn't working: Effective skincare **doesn't have to hurt**. A good facial should feel comfortable, and if it doesn't, tell your esthetician.

Facials are only for people with problem skin: Maintenance facials help **every skin type stay balanced**, hydrated, and healthy.



PRICING, BOOKING, AND COMMON QUESTIONS

How pricing works? Facial pricing is quoted at your consultation, based on your skin type and any add-ons. Call us on **+1 718 488 8600** or book online and we'll talk you through the options before you commit.

How long is a facial? A standard organic facial takes about **45 to 60 minutes**.

Are your facials suitable for sensitive skin? Our formulas are **fragrance-controlled** and free from harsh sulphates and synthetic dyes, which makes them a comfortable choice for many people with sensitive or reactive skin. Please tell us about any conditions or allergies before your treatment.

Can I have a facial while pregnant? Let us know when you book so products can be chosen accordingly, and **check with your doctor or midwife** if you have any concerns.

Is there downtime? Most clients can **return to their day straight away**. Some temporary redness is possible, particularly after extractions.

How often should I come in? **Every 4 to 6 weeks** is a good rhythm for most people.

What if I have acne? Ask about our **hydromedic acne facial**. For severe or persistent acne, we also recommend seeing a dermatologist.

Do you accept walk-ins? Call us on **+1 718 488 8600** about walk-in availability. **Booking ahead is recommended.**



FINAL THOUGHTS

A good facial isn't about a quick fix. It's about helping your skin stay **balanced, hydrated, and comfortable** through every season. With a treatment matched to your skin on the day, a realistic schedule, and a simple home routine, **healthy-looking skin** becomes much easier to maintain.

If you're curious about what your skin needs, the easiest way to find out is to come in. Your esthetician will analyze your skin, answer your questions, and **put together a plan that fits.**

If you are looking for a gentle, botanical facial performed by experienced estheticians, visit **Brooklyn Brows at 145B Court Street, Brooklyn, New York 11201**, between Cobble Hill and Boerum Hill, a short walk from the **Bergen Street and Borough Hall** stations.



READY TO GLOW? BOOK YOUR ORGANIC FACIAL TODAY!

Scan the **QR code** or click the link below to schedule. **Walk-ins welcome!**

<https://brooklynbrows.com/bookanappointment.html>

Brooklyn Brows

145B Court Street, Brooklyn, NY 11201

+1 (718) 488-8600

Open 7 Days, 10 AM – 7:30 PM

Follow us on **Instagram and Facebook:**

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Learn more:

<https://brooklynbrows.com/facialinbrooklyn.html>

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