



BROW CODE
PROFESSIONAL

THE ORIGINAL, EVOLVED

STAIN PURE DYE

A concise professional guide to consultation, preparation, mixing, application, removal and aftercare.

STAIN
Hybrid Pure Dye
The Original, *Evolved*

SHOP THE NEW ERA OF STAIN

We've reimagined the Stain shade range with simplified naming, intuitive color theory, and endless customisation.

Richer colour. Improved consistency. Extended retention.

1:1

MIXING RATIO

7-10

MINUTES PROCESSING

UP TO 12 DAYS

SKIN STAIN

What's new

FORMULA

Henna-free, fragrance-free, vegan and paraben-free, with peptides, proteins and conditioning actives.

SHADE SYSTEM

Seven base shades plus Copper and Graphite modifiers, aligned to universal level-and-tone colour systems.

CONTINUE FOR THE 9-STEP SERVICE →

PROFESSIONAL APPLICATION

The 9-step service

Good stain begins before the colour touches the brow.

1

CONSULT

Confirm whether the client wants a soft enhancement, ombré finish or bold, makeup-like definition. Assess natural hair and brow colour, skin tone, hair density, skin type, skincare and lifestyle.

2

CHECK SUITABILITY & PATCH TEST

Do not treat broken or irritated skin, active eczema, psoriasis, dermatitis, infection, open wounds or a recently compromised skin barrier. Patch test before a first service and whenever required by local rules or your insurer.

PRO TIP Record the patch-test result on the consultation form.

3

CLEANSE & DRY

Cleanse with an oil-free foaming cleanser to remove makeup, skincare, oil and residue. Dry the brows completely. For oily skin, consider a saline or alcohol wipe to degrease.

PRO TIP Oil, moisture and residue can reduce skin grip and retention.

4

MAP THE SHAPE

Brush the brows upward and map the desired outline. Keep the finished depth, tone and intensity agreed during consultation in mind.

5

SHAKE & MIX

Shake Stain Pure Dye well. For brush application, mix 4 drops dye with 4 drops Brow Code Cream Oxidant Developer. Apply immediately.

PRO TIP For custom formulas, keep the total dye-to-oxidant ratio at 1:1.

QUICK MIX

4 DROPS PURE DYE + 4 DROPS CREAM OXIDANT



PROFESSIONAL APPLICATION

Build, process & finish

Thin, even layers create the cleanest, most consistent stain.

6

APPLY THE FIRST LAYER

Slightly stretch the skin. Stamp a thin, even layer into the skin and hair, pressing pigment into place. Refine the outline with a clean, dry cotton tip.

PRO TIP Avoid excessive movement once the product is applied.

7

BUILD THE SECOND LAYER

After a few minutes, apply a second thin, even layer to build depth and consistent coverage. For an ombré result, diffuse the brow fronts with a spoolie.

8

PROCESS

Allow the brow to process for 7–10 minutes, depending on the desired intensity. Remove the fronts earlier for a softer gradient.

PRO TIP Use the full recommended processing time when stronger staining is required.

9

REHYDRATE, REMOVE & FINISH

Press a damp cotton round onto the brow to rehydrate the dried stain. Wipe gently from head to tail—never scrub back and forth. Brush the brows into place and explain aftercare.

Airbrush variation**MIX**

Use Brow Code Liquid Oxidant at 1:1 and test spray on a dry cotton pad.

LAYER

Work tail to front from 5–10 cm away. Allow each light layer to set for 1–2 minutes.

PROCESS

After layering, process for a total of 8–12 minutes, then remove gently head to tail.

Client aftercare**24 HOURS**

No makeup or facial cleansers on the brow area.

72 HOURS

Avoid exfoliants and anti-ageing actives around the brows before and after.

24 HOURS

Avoid prolonged sun, sunbeds, saunas, steam rooms and swimming pools.

2–3 DAYS

Avoid facial self-tan either side of treatment; do not over-touch the brows.

COLOUR COMPARISON

Navigating the shades

Seven base shades. Two modifiers. Endless customisation.

Navigating the Shades

The Stain Pure Dye shade range is organized by both level and tone.

Each shade is assigned a level number and, where applicable, a tone indicator.

W= Warm C= Cool

PURE DYE	7 Baby Blonde Blonde Refined into a cleaner, more neutral blonde	7C Toasted Taupe Ash Blonde Shade matched to the same cool-toned blonde	6W Light Walnut Light Chestnut Brown Softened to a true light warm brunette
	5 Harvest Brown	4 Brooklyn Brown	3 Perfecto Brown

PURE DYE	Light Brown Shade matched to the same light brunette	Medium Brown Shade matched to the same medium brunette	Dark Brown Shade matched to the same dark brunette
HYBRID DYE	1 Dark Roast Black Shade matched to the same true black	5W Spiced Rum Copper Modifier Amplified pigment for a cleaner more vibrant modifier	5C Graphite Graphite Modifier Deepened into a richer cool toned modifier.

SHOP THE RANGE

Better Together

COPPER • 5W

Use alone or add 1–2 drops to a base shade to add warmth and depth.

GRAPHITE • 5C

Use alone or add 1–2 drops to cool and neutralise unwanted warmth.

Professional notes

- Retention varies with skin type, hair density, skincare, lifestyle and aftercare. Oily skin may experience a shorter skin stain.
- Record opening dates. Aim to use opened dye within 6 months and oxidant within 12 months. Store upright, tightly sealed, cool and dry.
- Brow Code advises that Stain Pure Dye should not be used during pregnancy or breastfeeding.
- With Brow Code Lamination, apply Stain between Steps 2 and 3, or wait 24 hours after lamination.

AVAILABLE NOW FROM SALON FIRST
[SHOP THE BROW CODE STAIN PURE DYE RANGE](#)

This concise guide is based on Brow Code's current professional instructions and education resources. Always read the product label, safety information and manufacturer's full instructions before use.