



Zoey Van Jones





ZOEY VAN JONES

Founder / Eyebrow & Makeup Artist

“Empowering our clients to feel fabulous about the way they look,” says Zoey Van Jones, “is our mission.” The classically trained artist turned brow expert has had an indelible penchant for design since an early age. She first honed her artistic talents in beauty with a leading cosmetics brand. It was there that her design background coupled with her skills in makeup artistry inspired her aesthetic for shaping eyebrows. In Zoey’s first LA-based brow studio, her warm approach and pursuit of educating her clients on achieving their best brow potential were a breath of fresh air. She quickly became one of the most sought-after brow artists in this trend-setting market. At the insistence of her cult-like-following, the Zoey Van Jones Brow Studio line of products was born so YOU can achieve the perfect ZVJ brows at home.

Future Aspirations

Zoey Van Jones launched her product line in 2012 with the Eyebrow Shaping Stencil Kit. In 2013, Zoey expanded the line of brow shaping and artistry tools. In 2014, Zoey Van Jones Brow Studio was one of the small businesses nationwide selected for Wells Fargo Works Project, a program developed to encourage growth and offer resources for small businesses by Wells Fargo. In the same year, Zoey Van Jones brought on a sales team, introducing the ZVJ Cosmetics line to national retailers. Since opening the Zoey Van Jones Brow Studio in 2007, Zoey has expanded the Pasadena location to accommodate her incredibly supportive and loyal client list that has swelled to over 12,500.

“ Zoey Van Jones Philosophy

I’m totally motivated by teaching people to ‘see it’. It takes a bit of explaining, but then you see the ‘ah-ha’ come across a client’s face it makes what we do worthwhile. Doing something that empowers people to feel better about themselves and the way they look every day is awesome! In the salon, I wanted to create an environment that was friendly and inclusive. And, I feel we’ve succeeded. You should feel like you’re part of the club from the moment you walk in. I once had a client say, “ZVJ is like a slumber party,” I love that!

Zoey’s History

Bachelor of Fine Art/Photography,
Columbia College in Chicago

Master of Fine Art,
Otis College of Art & Design & Art Center

Freelance Makeup Artist & Stylist, Elite Talent, Chicago
Clients include Playboy, Quaker Oats, McDonalds and Rolling Stone

MAC Cosmetics (8 years), Beverly Center flagship store,
co-designed “Time Rocker” special collection

Makeup artist for M·A·C AIDS Fund runway shows, San Francisco
and Santa Monica, featuring Rupaul and KD Lang

Esthetician’s license, Culver City Beauty School

Trained & worked with Eugenia Weston, Senna Cosmetics
and Anastasia, Beverly Hills

Eyebrows & Makeup, Chignon Salon in Pasadena

Opened BrauHaus in 2007, now ZVJ – Brow Studio

“

We're all about sexy, modern, voluptuous brows.

Empowering our clients to feel fabulous about the way they look is our mission. We're artists plain and simple. And, we've got the tools and skills to introduce anyone to their best brows ever!”

Zoey Van Jones



Brow Shaping Tweezers



Zoey Van Jones Brow Shaping Tweezers are the artist's choice. They have a refined, narrow blade that grips even the finest hair, which makes them perfect for professional and at home use.

Crafted in Italy, Zoey Van Jones Brow Shaping Tweezers are hand-filed to a 23 degree slant to provide professional accuracy, as well as ample surface area for effective hair removal.

The stainless steel tips are finished to a tolerance of 2.5 mm to 2.8 mm with precision tension to offer ultimate durability and comfort. Zoey Van Jones Brow Shaping Tweezers close firmly and grab each hair, delivering professionally groomed brows every time.

Key Ingredients & Benefits

- Handcrafted in Italy
- Stainless steel
- 23 degree slant



Details

Made in Italy
MSRP **\$29**

Duo Brow Highlighter



Zoey Van Jones Duo Brow Highlighter is the answer to achieving bold, perfectly defined brows, and features easy application and blending due to its velvety smooth texture.

The matte flesh-toned hue is for all skin tones, the matte flesh-toned hue will define and highlight the entire eye area. The illuminating shimmer tip brightens when applied to the brow bone.

How To Use

Before filling in eyebrows with Zoey Van Jones product, draw a line with the matte, flesh-toned tip directly under the brow from the front of the brow to the end of the brow and blend. Apply two dots of the illuminating shimmer pencil under the arch of the brow and blend for an instant brow lift.

Key Ingredients & Benefits

- Natural oils are blended with a unique polymer, creating easy-to-apply pencil tips
- Clinically Tested
- Non-Irritating
- Allergy Tested

Details

Net Wt. 0.14 oz / 4.0 g

Made in Mexico

MSRP **\$19**

ZOEY VAN JONES BROW STUDIO

Brow Shadow Duo



Lightweight, with sheer to medium coverage and smudge proof performance for all day wear, the Duo Powder Compact will quickly become your brow's new best friend.

How To Use

Apply the darker color below the brow followed by the light powder applied above to help mimic the way light naturally falls on to the brow. The darker shade can be used to amplify the tail of the brow & the lighter shade can be used on the bridge keeping the front soft. Utilize the contrasting colors to blend that perfect in between shade to match your own brow color.



Blonde

Blonde Light/Blonde Dark
for light ash blondes



Sandy

Sandy Light/Sandy Dark
for medium ash blondes



Strawburn

Strawburn Light/Strawburn
Dark for strawberry blonde
& warmer browns



Brunette

Brunette Light/Brunette
Dark for brunettes

Details

Net Wt. 0.05 oz / 1.5 g, Made in USA

MSRP **\$22**

ZOEY VAN JONES BROW STUDIO

Tinted Brow Gel

Fuller, natural brows can be achieved with this multitasking brow gel. Set, tame, condition and tint brows with a flexible all-day hold that can't be beat. Effortless, clean application is possible with ZVJ brow tints due to the very precise swiping mechanism. This product easily covers gray hairs, and the lighter tones can add highlights to a darker brow.

The clear brow gel is perfect for gentle all day hold.

Key Ingredients & Benefits

- Biotin – Essential for conditioning the brow hairs
- Instantly lighten or darken brows in a few quick strokes
- Gives the appearance of thicker and fuller brows
- Tame and maintain the shape of brows all day without flaking or fading
- Clean application
- Non-Irritating
- Allergy Tested
- Paraben Free
- Clinically Tested

How To Use

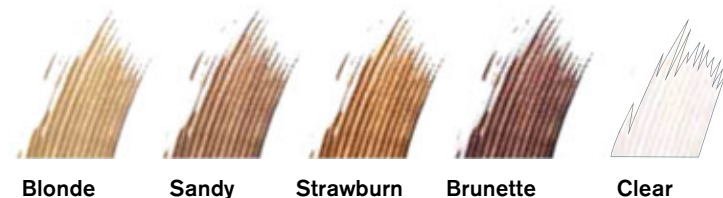
Brush onto brows with light, upward motions for a natural finish. Stays put all day without leaving your brows stiff.

Details

Net Wt. 0.23 fl oz / .6 ml

Made in USA

MSRP **\$16**





Brow Shaping Pencil

For a quick and easy approach to beautifully natural, perfectly defined and fuller looking brows, look towards the ZVJ's dual action brow pencil as a key to seamless application. Developed by Zoey Van Jones, this smooth powdery pencil is infused with a trio of waxes, offering a more natural effect to creating subtly defined eyebrows. This pencil is accompanied by an attached blending spoolie used for optimal grooming and blending evenly for a natural look.

How To Use

Begin applying at the bottom and ends of your brow, creating a defined outline. Use short, lighter strokes to fill in at the fullest part of your brow. When brows are filled to perfection, use the spoolie brush for grooming and blending.

Key Ingredients & Benefits

- Paraben Free • Waterproof
- The trio of waxes are derived from beeswax and plant waxes and mineral pigments. Beeswax and the plant waxes help to keep an emulsion from separating into its oil and liquid components, making the product waterproof and creating a creamy consistency that helps the product glide on smoothly when applying to your brows.

Details

Net Wt. 0.04 oz / 1.2 g
Made in P.R.C
MSRP **\$22**



Blonde

For light to dark blonde hair



Brunette

For medium brown to dark brown hair



Sandy

For light to medium brown and silver hair



Strawburn

For strawberry blonde & auburn hair



Duo Brow Brush

For the most precise application to achieve those perfectly defined brows, turn to the Zoey Van Jones Duo Slant Brow Brush. The ultra-thin, 100% taklon fiber slant brush creates a firm feel, providing maximum control and ease of application. The spoolie doubles as an eraser to soften the line if necessary, and also combs the brows into place.

Features

- Taklon Fiber Brush
- Spoolie



Details

Made in P.R.C
MSRP **\$18**

ZOEY VAN JONES BROW STUDIO

Brow Shaping Stencils



Zoey Van Jones Eyebrow Shaping Stencils helps at-home users achieve a natural brow shape that frames the face and accentuates the eyes. With five stencils (Fine, Medium High, Full, Extra Full and Men's) along with a photo instructional guide, these stencils are durable, easy to use and washable. The Zoey Van Jones Stencils are the perfect tool for at home maintenance or in between salon visits.

How To Use

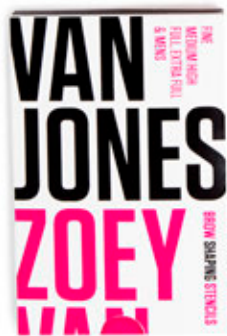
Use the instructions to determine the best stencil for your brow shape and face. Place stencil at the arch of the brow and fill in with brow powder or pencil to mark brow shape. Tweeze stray eyebrow hairs around the brow demarcation to achieve a full, sophisticated brow. ZVJ's full how to video demonstration is available at zoeyvanjones.com

Stencils

Fine, Medium High,
Full, Extra Full,
Men's

Details

Made in P.R.C
MSRP \$20





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ZOEY VAN JONES BROW
STUDIO