
SETTING EXPECTATIONS

- "The colour you see today is not the colour you'll have in six weeks. It will go through stages — darker first, then lighter, then it may seem to disappear before coming back to its true colour."
- "Think of this as a two-appointment process. The first session lays the foundation, and the touch-up refines it."
- "Semi-permanent means it will fade over time — typically 2-5 years depending on your skin type, lifestyle, and sun exposure."

EXPLAINING THE ARCHETYPE RECOMMENDATION

- "Based on your lip shape, skin tone, and what you're hoping to achieve, I'd recommend [archetype] because..."
- "I know you mentioned wanting full coverage, but with your lip anatomy, starting with [alternative] will give you a more natural result. We can always build saturation at your touch-up."
- "The reason I'm suggesting Ombré rather than full colour is that your lips will look naturally fuller with the gradient — it creates an optical effect that flat colour can't."

DECLINING A PROCEDURE

- "I can see you're keen to go ahead today, but your filler was only injected two weeks ago. For the best result — and your safety — we need to wait at least four more weeks for it to fully integrate."
- "I'm not able to proceed with an active cold sore present. Let's reschedule for two weeks after it's completely healed, and I'll make sure you have the antiviral prescription ready for next time."
- "Based on our consultation, I think the result you're hoping for may not be achievable in a single session. I want to be upfront about that rather than set unrealistic expectations."

HANDLING THE DAY-7 PANIC CALL

- "I completely understand your concern — what you're experiencing is the ghost phase, and it happens to almost everyone."
- "The pigment is still there in your skin — it's just hidden under the new layer of epidermis that's formed. Over the next 2-3 weeks, that layer will thin and the colour will come back."
- "I know it's hard to trust the process when you can't see anything, but this is exactly what we expect at this stage. Let's check in again at the 3-week mark."

MANAGING COLOUR EXPECTATIONS

- "The colour on the swatch and the colour on your lips will not be identical — your natural lip tone, skin undertone, and healing response all influence the final shade."
- "I've chosen this pigment because it accounts for the warm shift that your skin type typically produces during healing."
- "If the colour is lighter than you'd like after healing, we'll build saturation at your touch-up. It's always safer to start lighter."