

The year
OF THE **BROW**

Brow beauties

This gallery of movie sirens from different eras shows how strong brows can be easy on the eye.

From tinting to tattooing, the brow industry is booming. **Sheree Mutton** speaks to the experts about the latest in perfecting your eyebrows.

REWIND 35 YEARS and it was the supreme arches of hair above Brooke Shields' green eyes in *The Blue Lagoon* that sparked a brow revolution. Today, it is Cara Delevingne. The young model and actress' natural power brows have captured the attention of the beauty world and after a long hiatus in the 1990s, the fuller brow look is back. Yet it's more than just a celebrity trend. Make-up artists and brow experts claim that a fuller, well-shaped brow can change the structure of the face and rewind the clock – some are even calling 2015 the year of the brow!

There's no denying eyebrows are a major feature in defining the face, but they can be a nightmare to shape and groom. "Many of us have difficulty with our brows, whether it is what is the best shape for me, how the brow actually grows or the bleaching out of colour for the very fair-haired," says Steve Supple, brow specialist at Lattouf Hair & Day Spa in Sydney.

"A good professional eyebrow shape can enhance your facial features, opening up the eyes and highlighting the angles of your cheekbones and jawline," he says. "It can also take away those shadows that create a tired look and take years off, by giving you that natural facelift."

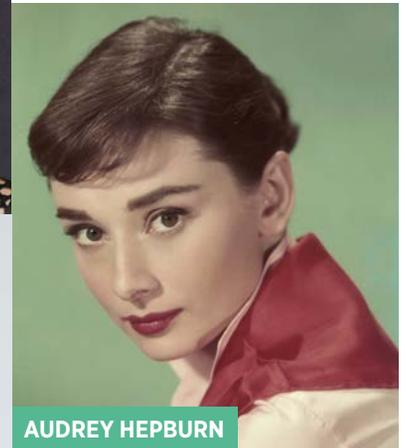
Beauty expert Zoë Foster Blake is a firm believer in using the shape of your brows to create a more youthful look. "Thick, full brows are a brilliant anti-



BROOKE SHIELDS



CARA DELEVINGNE



AUDREY HEPBURN



MARILYN MONROE

ageing tool," she says. "Thin, uneven, overly plucked or arched brows – even too-faint brows – make the face look harsher and older by making the eyes look smaller and the nose bigger."

So what can those of us who have been living with light or sparse brows for years do to improve our look?

The first step is to put down the tweezers and let the eyebrow hairs grow back. The second is to book a brow sculpt appointment with a professional, says celebrity brow >



KEIRA KNIGHTLEY



Eyebrow hairs should always be removed from clean skin after a bath or shower because warm water softens the skin and opens the pores. It's also less painful.

specialist Amy Jean Linnehan, of Amy Jean Eye Couture whose clients include Dannii Minogue and Mel B. “Have them demonstrate and explain why a pencil, powder, putty or gel might work best for your type of brow,” she says.

Zoë Foster Blake advises doing your research beforehand. “I am a passionate advocate of enlisting a professional for your brows,” she says. “But don’t go to just anyone – do your research, ask women with great brows where they go, take references. You want someone who tailors your brows to your face shape, not just a production line set-up where everyone gets the same treatment.”

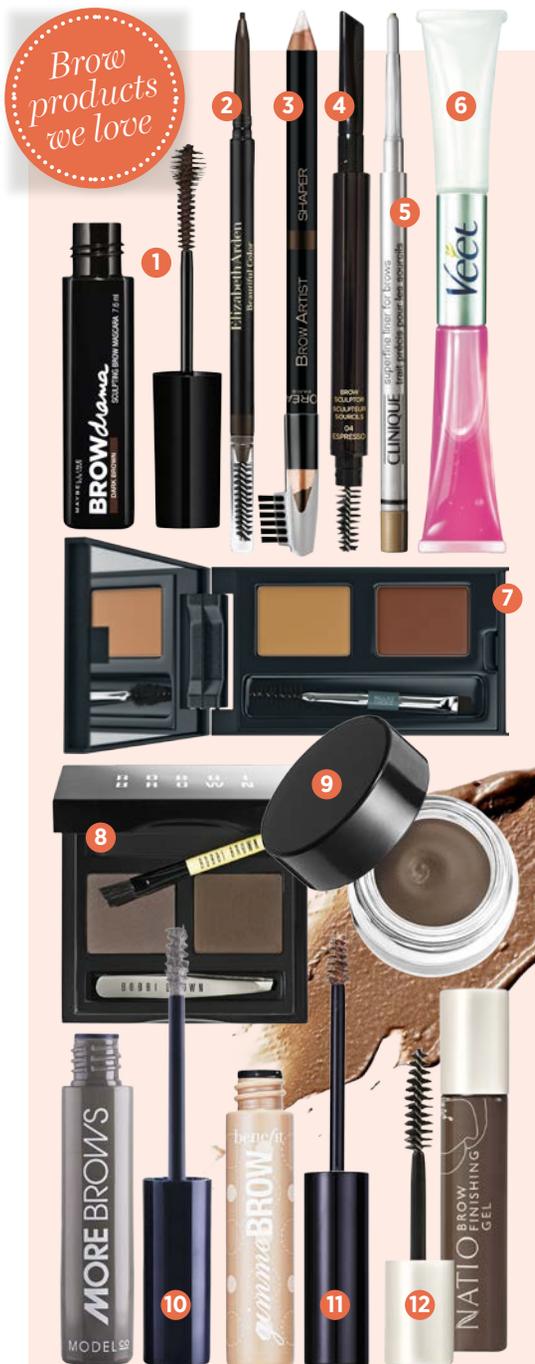
There are many in-salon procedures to help improve brows, including waxing, threading, tinting and even tattooing. These vary in price, but one of the most popular is a feather-touch brow tattoo, which mimics the appearance of real hairs. Fine strokes are penetrated into the skin by an expert, giving a hair-like finish. This technique can be used to fill in any gaps or to simply create fuller and natural-looking brows.

Amy Jean Linnehan says feather-touch is great for “people with sparse brows as well as clients with absolutely no hair due to conditions such as alopecia and post-chemotherapy”.

Feather-touch costs between \$550 and \$850, and can last up to two years. Most people experience some redness and discomfort, but this generally subsides within two to five days.

If you prefer a less permanent option for your brows, Steve Supple suggests tinting, which usually costs between \$15 and \$35. “A way to help the brow look fuller is to tint them a shade or two darker, especially the new growth that may not be as long or thick as the existing hairs,” he says.

For those who like to manage their own brows, pencils, gels and mascaras can give you a better shape. “Using an ash pencil lightly through the ends of the hairs, filling any gaps with stroke marks to replicate hairs and then softening with a brow brush will also help to fill in anywhere that may have suffered natural shedding or over-plucking, and awaiting new growth,” he says. “A brown mascara or cream-



1. Maybelline NY Brow Drama Sculpting Brow Mascara, \$12.95.
2. Elizabeth Arden Untold Colour Collection Beautiful Colour Natural Eye Brow Pencil, \$28.
3. L'Oréal Paris Super Liner Brow Artist Shaper, \$22.95.
4. Tom Ford Brow Sculptor, \$62.
5. Clinique Superfine Liner For Brows, \$32.
6. Veet Precision Facial Wax & Care, \$15.99.
7. Paula's Choice Brow-Defining Cream Duo, \$21.
8. Bobbi Brown Brow Kit, \$75.
9. Napoleon Perdis Browtox, \$39.
10. ModelCo More Brows, \$15.
11. Benefit Cosmetics Gimme Brow, \$32.
12. Natio Brow Finishing Gel, \$12.95.

The changing brow

Although a fuller brow with the arch more towards the outer edge of the brow is now preferred, this wasn't always the case. “During the Roaring Twenties and carried into the 1930s, fashionable eyebrows were severely plucked and pencil thin,” says Steve Supple. In the next couple of decades, Hollywood stars such as Elizabeth Taylor and Marilyn Monroe were sporting a fuller brow, but by the late '60s and '70s, there was a move back to a thinner one. “Anyone who came of age in the '90s will also regretfully remember the super-thin, over-tweezed brows with a perpetually shocked-looking expression,” Steve says.

textured product will also help to give the brow that fuller, thicker look.”

If you're among the few lucky ones who have been genetically blessed with great brows, maintenance should be easy. “Check the brows every second day for the new growth and wayward hairs needing to be removed,” says Steve.

“Always pull the hair in the direction of its growth using a good-quality set of tweezers, so it slides out easily and you do not damage the follicle. Pulling against the skin in this area can lead to corruption of the follicle and cause the hair to grow at odd angles, in-grow, or against its natural growth pattern. Many people can have a tendency to over-pluck and can wait months for some of those hairs to grow back – if at all – so take care not to go too high into the shape that has been created for you.”

Yet the number one rule for perfecting those arches is to avoid extreme trends. “Try not to ever reinvent your brows as it won't suit your brow-bone structure,” says Amy Jean Linnehan. “Simply enhance what nature gave you.” #