

Brow Wow

Getting the right shape can do wonders to your face

In the name of youth and firmer skin, many women are going under the scalpel or needle. But the word has gotten around—brow shaping can be better than Botox and can take 10 years off your face in about the same amount of time.

"Eyebrows are the single most important underestimated feature of your face," says Damone Roberts, the self-proclaimed "Eyebrow King" who has arched many famous brows, including Madonna's and Beyoncé's. The star plucker is also a regular on TLC's makeover show *10 Years Younger*, where he works with a "glam squad" to take a decade off participants' faces without surgery. Roberts says out-of-control or over-tweezed brows can make you look tired, older or gloomy. He says a perfect arch changes your entire face and makes you appear rejuvenated and happy, as if you just came back from a vacation. "Brows literally frame your face," he says.

Atlanta brow guru Alyson Hoag agrees. "So many people who want to have a browlift done just need brow work," she says. Operating out of her studio in East Cobb, Hoag sculpts the brows of the suburban elite. "Brows create balance or imbalance to the face," she says. "If your brows are too close to the nose, you will look surprised; if they are too heavy in the front, you will appear angry." Tweezing her way to perfection, Hoag cautions against waxing and recommends regular appointments for those who want the sexy, sophisticated look.



A perfect brow can take years off your face. Shown here is Estée Lauder's Mythical Beauty Color Collection.

Here are some tips from various brow experts on what to ask for when choosing the perfect brow shape.

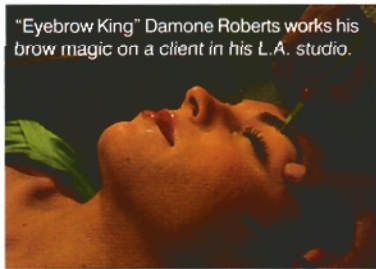
- Avoid an overly arched brow if you have a longer face. A straighter brow will make your face appear more balanced.
- Prominent facial features and heart-shaped faces call for a fuller, flatter brow.
- Angular faces look better with a rounder brow—it softens the features.
- Smaller faces and petite features will benefit from a thinner brow.

Roberts and Hoag say they don't follow trends when it comes to brows, but both agree that the natural brow is in and the key to the perfect shape is your personality. And that's always in fashion!

—ELINA FUHRMAN



"Eyebrow King" Damone Roberts works his brow magic on a client in his L.A. studio.



IN ATLANTA, WE RECOMMEND THESE BROW PROS...

Alyson Hoag at Authentic Beauty
4950 Olde Towne Parkway,
404.849.0443