

## The Masculine Eyebrow Takes Center Stage

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Menswear in women's fashion is nothing new—boyfriend jeans, tuxedo jackets, tailored suits, you name it. However recently, the masculine look is moving up the body and onto the face. One of the biggest trends at New York Fashion Week Spring/Summer 2013 was thick, masculine-looking brows, and it turns out this isn't just a trend for runway models and designers looking for an avant-garde edge. The thick, full masculine lowbrow is even being spotted on celebrities. And like with most trends, once celebrities start doing it, we see the look trickle down into the general public.



"The trend we are seeing in eyebrows is a natural and fuller look. Patients are not asking for that over-elevated or high-arched look to the brows. It's all about looking un-operated upon," says [San Francisco plastic surgeon Richard Chaffoo, MD](#).

Dr. Chaffoo suggests patients that want fuller brows try the Neograft system, which reconstructs eyebrows that have thinned with age or were subject to overly aggressive plucking. It allows women to have hair transplanted from the back of the head into the eyebrow so they grow in the direction of the natural eyebrow, he says.

Of course not all women are turning to cosmetic procedures for the answer. You can achieve a fuller brow with makeup and the right tweezing techniques. "If you suffer from thinner brows, but want to go bold, the quickest way is to fill in the brows with powder or pencil, says Natalie Plain, founder of Billion Dollar Brows. "Be sure to blend both as to keep the brows looking natural. This style of brow is low maintenance, but the real appeal I think is the fact that it can give you a more youthful appearance at any age," she says.

Shana King, makeup artist and beauty director of Anisa International, Inc., says she is seeing the trend of thick, full and perfectly sculpted brows everywhere and that there are two main points to focus on when filling in your brows. "Color that you choose for filling in is really important especially when you are wanting to add fullness. Opt for a color that is the closest match to your hair color. Also, make sure you invest in the right tools and products depending on your needs. I find the easiest solution to help guide a proper brow application is a stencil. They offer placement and shaping techniques that many of us do not know about. Or take a pencil and measure from the outer side of your nose, this is where your brows should begin, and then do the same thing measuring from the outer corner of your eye and that is where your brows should end," she says. Try the [Billion Dollar Brows Brow Buddy Shaping Kit](#) (\$19) for no-fail filling.