

You Beauty!

With make-up queen Elise Wilson

Meet your match

Just like the hair on our head, everyone's lashes are different. Finding 'The One' when it comes to mascara starts with knowing your lashes and your desired effect. For fine and few lashes, you'll want a voluminous bristle brush – it's going to be your best friend. Also, glossy, lengthening mascaras with a curved rubber wand are the way to go for you, too.

1. Charlotte Tilbury Pillow Talk Push Up Lashes! Mascara \$73
2. Benefit They're Real! Magnet Mascara \$46
3. Flower Beauty Warrior Princess Mascara in Royal Black \$9.99

Find your fix

Don't overlook false lashes – they've come a long way since their inception. To avoid looking doll-like, we suggest trimming one-third of the length off a full strip and applying them to the outer eyes, so they don't look too heavy. As a rule of thumb, select falsies that offer eye-opening lift and natural volume for daytime, while keeping the more bold and fluffy sets for the evening. For a seamless finish, use invisible band eyelashes and clear glue to help the line disappear into your make-up. A lash comb will also help blend falsies into your natural lashes.

4. Ardell Lift Effect Lashes in 745 \$12.99
5. The Quick Flick Dual-Ended Lash Applicator Tool \$18
6. Thin Lizzy Magnetic Eyelashes in Lavish \$39.99

Rise up

To maximise your natural lashes, lift them skyward. Start by curling eyelashes to make them appear much longer than they actually are. "You will be amazed at the curl and extra length with a lick of mascara," says Kim Evans, the founder of Melbourne's Lux Brows & Lashes. If you're new to eyelash curlers (or just lazy about replacing the protective silicone pads), Kim suggests a heated curler. Gently slide it towards the brow bone to shape eyelashes upwards and outwards.

7. Manicure Heated Lash Curler \$39.99

Flutter FLUTTER

From colour to super curl, here's how to get your best lashes yet

The new black

Don't be fooled into thinking black mascara is the only way to define eyes; there are softer (and unexpected) options out there. A swipe of a rich-chocolate mascara adds volume without the intensity of ultra-black formulas. You could introduce yourself to it subtly by coating just the lash tips with one like Ere Perez's mauve shade for a playful yet understated look. Whether you opt for subtle or smoky make-up, remember to think of eyes as a work of art. The frame shouldn't overtake the painting, so pair your new sparkling mascara with earthy, natural tones on the eyelid so the vibrancy of your eye colour is the feature of your make-up.

8. Morphe The Big Prime Lash Primer in Blue Boost \$14
9. Ere Perez Natural Almond Mascara



SKIMPY LASHES?

TRY A SERUM

EXPECT: Longer, stronger lashes. Eyelash serums nourish with peptides and lock existing lashes into place with lipids so they grow better than ever. **DON'T EXPECT:** A set of thick falsies. Lash serums help lengthen and add shine for a fuller look, but you won't grow a load of new lashes. *Revitalash Advanced Eyelash Conditioner* \$139.95

SPLURGE

REVITALASH ADVANCED

BODY+soul



Lash lift

WITH KIM EVANS, FOUNDER OF LUX BROWS & LASHES

A "lash perm" or lift is a great semi-permanent and low-maintenance option that amplifies your natural lashes for a naturally fuller look. When performed correctly, lash lifts are fine as regular treatments on a long-term basis. Look for treatments with keratin to help make lashes strong and healthy.

Pros: A lash lift lasts for about eight weeks (the natural shedding cycle for lashes). The process of curling and lifting the lashes from their base makes your eyes look brighter, and helps to create a more youthful appearance. You can use mascara without compromising the treatment or causing lash breakage.

Cons: The treatment lifts your natural lashes, and as such can only work with what you have naturally – and that may not give you as dramatic a look as you were hoping.

Upkeep: Following the treatment, you're advised to keep the lashes dry and untouched for 48 hours, and to not sleep on your front, otherwise the effects can be diminished. After the initial 48 hours, you can resume wetting the lashes and wearing mascara – although waterproof products aren't recommended.

Time in chair: 60 minutes.

Keratin Lash Lift (including tint), \$115, luxbrowsandlashes.com.au.



LUX BROWS & LASHES

THE MUST-TRY: Eye Brow Feathering. Semi-permanent tattooing that creates hair-like strokes and a defined shape for perfect brows for years to come.

THE VIBE: If you're after a serious brow transformation, you'll feel in safe hands in Kim Evans' refined and polished salon.

LOCATION: Essendon Fields, Victoria.
luxbrowsandlashes.com.au.

BRANDON MASTELL/ANZ

MECCA MAX
Super Scaper
Brow Kit, \$20.

KRISTIN FISHER EYEBROWS
THE MUST-TRY: Natural Brows. Opt for waxing, tweezing or threading to create a clean and sculpted effect, complemented by a brow tint.
THE VIBE: A trip to Fisher's serene millennial-pink studio feels more like turning up for an indulgent facial than a brow appointment, with soul-soothing interiors, individual treatment rooms and a lie-flat bed.
LOCATION: Double Bay, New South Wales.
COST: From \$80, kristinfisher.com.au.

MILLIE HERD MAKEUP & BROW STUDIO
THE MUST-TRY: Brow Shaping. Herd works with tweezers and scissors to create a shape that's personalised to your features, and includes her signature tint for bold brows.
THE VIBE: Warm and eclectic, this brow and makeup studio will ease the nerves of big event prep.
LOCATION: Hyde Park, South Australia.
COST: From \$65, millieherd.com.au.

AMY JEAN BROW AGENCY
THE MUST-TRY: Keratin Brow Lamination. A straightening treatment that smooths coarse and unruly hairs into place for full and fluffy arches.
THE VIBE: Featuring floor-to-ceiling mirrors and marble and gold adornments, each of Amy Jean's spaces brings high glamour to brow maintenance.
LOCATION: Melbourne, Sydney, Brisbane and the Gold Coast.
COST: \$130, amyjean-collection.com.

CIARA GALLAGHER EYEBROWS
THE MUST-TRY: Signature Brow Treatment. A personalised brow-shaping experience that combines waxing, threading and a custom-blended tint to naturally enhance brows and support their growth.
THE VIBE: The pared-back and white-washed aesthetic strokes and a defined shape for perfect brows for years to come.
THE VIBE: If you're after a serious brow transformation, you'll feel in safe hands in Kim Evans' refined and polished salon.
LOCATION: Essendon Fields, Victoria.
COST: From \$795, luxbrowsandlashes.com.au.

FOR YOUR BROWS ONLY
Step away from the magnifying mirror and put down the tweezers. These brow artists and studios are here to craft your dream brows

MECCA MAX

1. ANASTASIA BEVERLY HILLS Shocks, \$27.2. MANICARE Ultimate Shave Tweezers, \$13.99. 3. RIMMEL LONDON Wonder Last Brow Tint for Days in Medium Brown, \$21.95. 4. CHARLOTTE TILBURY Brow Lift in Taupe, \$45.

SHAPING UP
Help your new brows go the distance with easy at-home maintenance and brow-building makeup.

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BEAUTY

RAISE THOSE LASHES HIGH
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1 MORENÉSSE iCurl Twin Heated Eyelash Curler, \$55.

SKIMPY LASHES? TRY A SERUM
EXPECT: Longer, stronger lashes. Eyelash serums nourish with peptides and lock existing lashes into place with lipids so they grow better than ever.
DON'T EXPECT: A set of thick falsies. Lash serums help lengthen and add shine for a fuller lash look, but you won't grow an abundance of new lashes.
2 REVITALASH Advanced Eyelash Conditioner, \$150.

MEET YOUR MATCH
"Just like the hair on our head, everyone's lashes are different," says Chanel Australia's official makeup artist, Victoria Baron. Finding The Ones starts with knowing your lashes and your desired effect. For fine and few lashes, "a voluminous bristle brush is going to be your best friend," says YSL Beauty Australia's education manager, Bianca Downward, who adds that a glossy, lengthening mascara and a curved rubber wand are "the way to go".

3 CHARLOTTE THÉRUY Fillom-Talk Push Up Lashes! Mascara, \$48. 4 YSL Mascara Volume Effet Faux Cils, \$60. 5 KEVIN AUCTION Indulgent Mascara, \$45.

6 MORPHE The Big Prime Lash Primer in Blue Boost, \$14. 7 CHANEL Le Volume De Chanel Mascara in Metal Terracotta, \$56 each. 8 ERI PEREZ Natural Almond Mascara in Mauve, \$34.

COLOUR THEM PRETTY
Don't be fooled into thinking black mascara is the only way to define eyes; there are softer (and unexpected) options out there. A swipe of a rich-chocolate mascara adds volume without the intensity of ultra-black formulas. Baron suggests coating tips with Chanel's new metallic terracotta shade for a playful yet understated look. Whether you opt for subtle or smoky makeup, remember to think of eyes as a work of art. "The frame shouldn't overtake the painting," says Baron, who pairs sparkling mascara with earthy, natural tones so "the vibrancy of your eye colour is the feature of your makeup".

FIND YOUR FIX
If straight, stubborn lashes are your issue, perhaps try a lash lift. "They're a simple change in the direction of your natural lashes," says lash and brow authority Amy Jean. The treatment gives lashes a wide-awake, youthful feel. But heed this: if fine, short and sparse lashes are your gripe, you're better off opting for a lash extension. "It defines eyes and adds volume to the individual strands," says Amy Jean.

FAKE IT
Don't overlook false lashes – they've come a long way since their inception. To avoid looking doll-like, Amy Jean suggests trimming "one-third of the length off a full strip and applying them to the outer eyes, so they don't look too heavy". As a rule of thumb, Amy Jean selects falsies that offer eye-opening lift and natural volume for daytime, while keeping the more bold and fluffy sets for the evening. For a seamless finish, use invisible-hand eyelashes and clear glue to help the line disappear into your makeup. A lash comb will also help blend falsies into your natural lashes.

9 ARDELL Lift Effect Lashes in TWS, \$12.99. 10 THE QUICK FIX Dual-Ended Lash Applicator Tool, \$18.

marieclaire.com.au | 55

BEAUTY

How to get LUXE LASHES

Flirted with underwhelming mascaras over the years? For your best lashes ever, swipe right with these tubes, tricks and in-salon treatments

THE NEW BLACK

Don't be fooled into thinking traditional black mascara is the only way to define eyes – there are softer (and unexpected) options out there. A swipe of a rich chocolate mascara adds volume without the intensity of ultra-black formulas. Chanel Australia's official makeup artist, Victoria Baron, suggests coating tips with Chanel's new metallic terracotta shade for a playful yet understated look. Whether you opt for subtle or smoky makeup, remember to think of your eyes as a work of art. "The frame shouldn't overtake the painting," says Baron, who pairs sparkling mascaras with earthy, natural tones so "the vibrancy of your eye colour is the feature of your makeup."



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GIGI HADID

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"Just like the hair on our head, everyone's lashes are different," says Baron. Really look at your lashes and think about your desired effect. For fine and few lashes, "a voluminous bristle brush is going to be your best friend," says YSL Beauty Australia's education manager, Bianca Downward. She adds that a glossy, lengthening mascara and a curved rubber wand are "the way to go!"



RAISE THEM UP

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BEAUTY



ZENDAYA

YOUR BROW MASTERCLASS

Step away from the magnifying mirror and put down the tweezers – these experts are here to craft your dream arches ...

COMPILED BY: AMBER BRUCE & ALIX CUFFY

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MARGOT ROBBIE

Amy Jean Brow Agency

THE MUST-TRY: Keratin brow lamination. This treatment smooths coarse and unruly hairs for full and fluffy arches that won't budge.

THE VIBE: Featuring floor-to-ceiling mirrors, marble and gold adornments, each of Amy Jean's spaces bring high glamour to brow maintenance.

LOCATION: Melbourne, Sydney, Brisbane and the Gold Coast.

COST: \$130, amyjean-collection.com

Lux Brows & Lashes

THE MUST-TRY: Brow feathering. This semi-permanent tattooing creates hair-like strokes and defined shape for perfect brows for years to come.

THE VIBE: If you're after a serious transformation, you'll feel in safe hands at founder Kim Evans' refined and polished salon.

LOCATION: Essendon Fields, Victoria.

COST: luxbrowsandlashes.com.au



JANUARY JONES

Ciara Gallagher Eyebrows

THE MUST-TRY: Signature brow treatment. A personalised brow-shaping experience that combines waxing, threading and custom-blended tint that naturally enhances and supports growth.

THE VIBE: The pared-back and whitewashed aesthetic creates a calming space, turning your 30 minutes in the chair into a relaxing retreat.

LOCATION: Bondi Junction, NSW.

COST: From \$58, ciaragallagherbroweyebrows.com

Kristin Fisher Eyebrows

THE MUST-TRY: Natural brows. Opt for waxing, tweezing or threading to create a clean and sculpted effect, complemented by a brow tint.

THE VIBE: A trip to this serene millennial-pink studio feels more like turning up for an indulgent facial than a brow appointment. Settle in for a pamper session with the soul-soothing interiors, individual treatment rooms and a flat bed.

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Millie Herd Makeup & Brow Studio

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THE VIBE: Warm and eclectic, this charming studio and Herd's years of expertise will ease the nerves of big-event prep.

LOCATION: Hyde Park, South Australia.

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\$9
Mecca Max Brow Artist Brow Brush
mecca.com.au



\$16
Mecca Max Brow Guru Super Soap
mecca.com.au



\$13.99
Manicare Ultimate Slant Tweezers
pencil.com.au



\$45
Charlotte Tilbury Brow Lift in Loupe
mecca.com.au



\$21.95
Rimmel London Wonder'Last Brow Tint For Days in Medium Brown
pencil.com.au



\$37
Anastasia Beverly Hills Stencils
adornbeauty.com.au

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- \$16** Mecca Max Brow Guru Super Soap mecca.com.au
- \$13.99** Manicare Ultimate Slant Tweezers priceline.com.au
- \$45** Charlotte Tilbury Brow Lift in Loupe mecca.com.au
- \$43** Nudiesia Brow Boost + Set Gel XL sephora.com.au
- \$21.95** Rimmel London Wonder'Last Brow Tint For Days in Medium Brown priceline.com.au
- \$37** Anastasia Beverly Hills Stencils adornbeauty.com.au

HOME | LIFESTYLE

Your Ultimate Guide To Perfect Eyebrows (and How to Help Them Grow)



Big, bold eyebrows are definitely having a moment. Just look at brow-blessed celebs like Cara Delevingne and Bambi Northwood-Blyth. But how can you make yours gorgeous without the help of an A-list makeup team? Don't fret - we've got you gal.

To find out more we asked for 10 ultimate brow-care tips, according to Celebrity Brow Stylist & Founder of Lux Brows & Lashes, Kim Evans.

1. Brush Your Brows Daily

Just like the hair on your head, your brows need daily TLC. Brushing your brows daily stimulates the follicles to encourage new hair growth. Using a spoolie brush also helps amplify volume giving each hair the attention that it deserves.

2. Condition Your Brows Daily

You need to condition your brows daily too! This is so important and more so if you're having brow services: tinting, henna, lamination treatments on your brows. To maintain brows with optimum hair health, we recommend using Brow Soap which contains nourishing, hydrating oils; Castor, Coconut, Olive & Jojoba.

3. Don't Over Pluck

*Don't pluck every few days or worse EVERYDAY! Visit your brow specialist every 4-8 weeks (depending on your growth cycle). Overplucking can cause trauma inflicted on hair follicles and can lead to permanent follicle damage and there's no coming back from that.

4. Keep your serums, moisturisers and sunscreen off brow feathering

If you're having a popular Brow Feathering treatment, ensure your active skin care isn't applied on or too close to the brow feathering as it will break down, blur and potentially discolour the brow pigment. To avoid any potential issues, once you apply any lotions, wipe your brows over with a damp brow puff ensuring no lotions remain on the brow pigment.

5. Follow Your Aftercare Instructions if you Visit a Salon

For longevity of your brow treatments, it's CRUCIAL to follow the Aftercare instructions. Brow treatments generally require you to not wet the brows and avoid any oils and moisturisers for a minimum of 1-2 days for any tint/dye/henna and 7 days for tattooing - this allows the tint/dye/henna/pigment to stabilise on the skin's surface and hair cuticle. Disruption during this process breaks down the stability of the treatment and lasting duration of the treatment. After this period, it's important to continue conditioning your brow hairs.

6. Clean Your Brow Brushes

This is really important and one we quite often forget. To prevent product build up and bacteria forming it's best to clean brushes at least once a week. Use a brush cleanser of your choice (baby shampoo is fabulous) apply cleanser to a brow puff and gently stroke brushes back and forth on the surface to clean, rinse with fresh water and air dry brushes - ideally on a 45 degree angle enabling water to run out. DO NOT rub brushes harshly when cleaning or you will damage the fine hair.

7. Accentuating Your Brow Shape

Brow powder or brow pencils are great tools to assist you with creating the most flattering brow shape. Firstly, make sure you apply primer or some foundation on the brow area to help the brow makeup remain for the day. We suggest not filling your brows completely with powder but draw an outline on the top and baseline of the brows and then another on top the

arch to the tail tip. Then blend, blend, blend. If needed, add slightly more power to any missing hair areas. Next tip is to define and accentuate the brow shape by applying brow highlight pencil directly along the baseline of the brow and again BLEND! Use a brow pencil if you want to really define

8. Choose the Right Brow Colour

The biggest mistake I regularly see people make when choosing a brow powder or pencil is choosing a colour that is too dark for their brows. This, in combination with being heavy-handed when applying, means the colour becomes smeared and the result is slug-like brows. Choose a slightly lighter brow colour, this allows you to fill the brows and create that perfectly defined brow shape without the colour looking too heavy. Don't over apply and blend blend blend to achieve a fabulous polished look.

9. Brow Tint Vs Hybrid Brow

A brow tint is exactly that, it's a tint that simply washes off the skin and hair, not dissimilar to a hair tint. It doesn't penetrate the hair and only coats the hair follicle. Hybrid brow is an extra long lasting dye that colours both the skin and hair lasting up to 10-14 days on the skin and up to 6-7 weeks on the hair (of course results vary per individual). Hybrid brow is perfect for those who want both a skin stain and more hair coverage - that doesn't mean the colour has to be darker colour, it means longer lasting colour on the brow hair.

10. How to Combat Thinning Brows

Thinning brows unfortunately is just one more sign of aging that we have to look forward to. Aging leads the hair follicle to look thinner and more sparse. Abrupt hormone changes (pregnancy and breastfeeding) are also common causes for sudden hair loss as is Menopause. Stress also leads to thinning and brow hair loss as does atopic dermatitis or eczema due to inflammation and itching around the brow area. Unfortunately, no amount of searching for the miracle growth serum will reignite the dead hair follicle to regrow, once that follicle is dead, it's over. Utilise brow powders and pencils to fill in brows for a more complete look. Or, opt for Brow Feathering (microblading is semi-permanent brow tattooing) which is a natural looking brow alternative to achieve the brows you've always dreamt of.



Beauty lesson



Arch rivals

WORDS by BROOKE LE POER TRENCH

Discovering the power of groomed brows is a defining beauty moment. For the uninitiated, it's a simple way to hit refresh.

I was unaware of my brows – and their power – until my first photo shoot at age 19. I'd scored an editorial job at *Cleo* magazine and agreed (for the sake of my first byline) to model runway fashion. To be clear, this was not because I had a swan-like physique or jaw-dropping looks. My editor wanted to highlight how ridiculous runway fashion looked on the average person.

I still remember the make-up artist's horror: "Oh doll, look at those caterpillars. Have they ever been touched?" It took me a second to realise what he was talking about. "My brows?" I asked.

I focused in on them. They did look quite full and dark. And I guess there were several hairs sprouting between the arches, creating what could only be referred to as a monobrow. But it never occurred to me that I should shape them. The Zeitgeist was overflowing with bushy-browed stars, like Cindy Crawford, Brooke Shields (left) and Ali MacGraw.

I then experienced the eye-watering pain of a virgin brow pluck. I gritted my teeth against every rubber-band flick to my face. "We will find your arch!" he said, gleefully. Once finished, I had to admit the result was impressive. I looked groomed. "Even slightly more grown-up," I thought to myself.

A few years later when I moved to New York, a brow groomer would come to the *Condé Nast* offices once a month so that each editor could have her brows perfected. As her expert tweezers hovered over us, she'd growl: "Do not touch them between visits." We understood. Waiting for brow hairs to grow back is an agonisingly slow process that can throw your shape off for months.

If you've never had your brows shaped or filled, I highly recommend starting. You can have them shaped at the Shu Uemura counter at David Jones, or visit a brow guru like Amy Jean in Sydney, or Kim Evans in Melbourne. By far the simplest thing you can do is fill your brows. Brush them up with a spoolie so they appear thicker, and use a fine-tip brow pencil to fill in sparse spots, or sweep on a brown powder for softer definition.

You'll soon discover that brows are the makeover you never knew was right, well, above your nose. **AWW**

Show some pluck

Tweak, colour and style your eyebrows for maximum impact.

Add oomph
Kosas Air Brow Clear Lifting Treatment Gel, \$33, allows you to build dimension and add natural-looking texture.

Hold up!
An Aussie beauty staple for over 25 years, 1000HOUR Lash & Brow Dye Kit, \$19.99, delivers smudge-proof brows for up to six weeks.

Slay neat
Manicare Ultimate Slant Tweezers, \$13.99, are essential for precision removal of teeny hairs.

GETTY IMAGES

126 The Australian Women's Weekly



Stylist makes \$10,000 in less than a month with a \$40 'magic' soap that transforms eyebrows in SECONDS - and holds them in place all day long

- A brow stylist has made thousands with a \$40 'soap' that sets eyebrows in place
- Kim Evans, from Melbourne, launched the beauty buy online during Covid
- The product nourishes brows, tames them and holds them in place all day long
- It takes just five seconds to apply and the fantastic results speak for themselves

By LAURA HOUSE FOR DAILY MAIL AUSTRALIA
PUBLISHED: 11:17 AEDT, 27 October 2020 | UPDATED: 11:21 AEDT, 27 October 2020

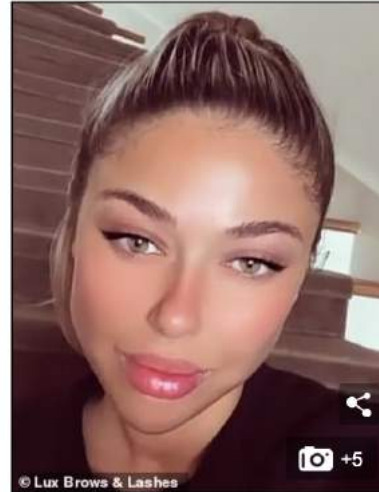
A Melbourne brow stylist is struggling to keep up with customer demand after launching a 'miracle' soap to help women tame their eyebrows during Covid lockdown.

Kim Evans, the founder of **Lux Brows and Lashes**, made \$10,000 in less than four weeks after releasing her \$40 'wonder product' Brow Soap online in July and it has been flying off the shelves ever since.

Kim, who has styled the brows of Nadia Bartel, Rebecca Maddern and Ash Pollard, took her studio online during the Melbourne lockdown and created the special formula to help women keep their brows in place all day long.



Kim Evans (pictured), the founder of Lux Brows and Lashes, made \$10,000 in less than four weeks after releasing her \$40 'wonder product' Brow Soap online in July and it has been flying off the shelves ever since



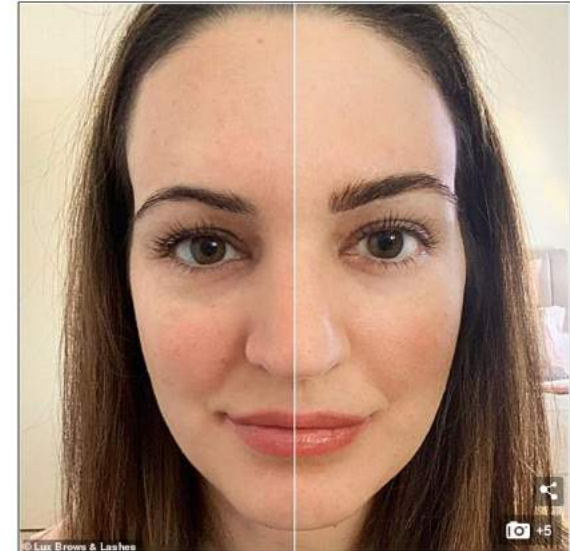
The soap is blended with coconut and olive oil to hydrate and nourish the brows and it comes with a spoolie brush that lifts the brows and gives them the ideal sculpted shape



The soap is blended with coconut and olive oil to hydrate and nourish the brows and it comes with a spoolie brush that lifts the brows and gives them the ideal sculpted shape.

For best results, Kim recommends wetting the spoolie brush with water and swirling it around in the soap before applying it to the brows from the base in an upward swooping motion.

It takes just five seconds for brows to be tamed and set in place for the rest of the day.



Before and after: This woman used brow powder, brow soap and a highlight pencil to transform her brows at home in a matter of minutes

'This is the bees-knees, the absolute brow gold for the ultimate brow hold,' the product description reads.

'The Lux Brows & Lashes Brow Soap gives you the strongest brow hold all day long while feeling barely there. This is your new go to product as it creates a fuller, fluffier, more defined brow look.'

And the results speak for themselves, with hundreds of women showing off their before and after snaps on social media.

'We've been truly overwhelmed by the orders coming through the online store,' Kim said.

'Our Brow Soap is an at home alternative to Brow Lamination and it's been flying off the shelves.

'We sold out of over \$10,000 worth of product in the first month and we're looking to increase the items on our online store to keep up with the DIY demand.'

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BEAUTY

The Truth About Brow Lamination At-Home

BY CAVIAR FEELING · DECEMBER 3, 2020 · 0

If you're up-to-date on all the latest treatments for your brows, you'll be familiar with the term 'Brow Lamination'. We heard from Celebrity Brows Stylist and founder of Lux Brows & Lashes, Kim Evans, about what brow lamination is, who it's best suited for, and how you can create a similar effect at home.


What is Brow Lamination?

In Australia, laminated eyebrows started trending in September 2019 becoming instantly popular. This technique offered a much fuller brow look, perfect for clients who wanted a fuller brow and weren't ready for brow feathering.

It's a pain-free treatment using your own natural brow hair to create extra volume, fullness, and a feathery brow look. The treatment restructures the brow hair to give you a fuller desired shape, how 'feathery' each individual wants the brow is up to the individual. You can have a very structured, defined look, a slightly brushed up fluffy look, or let's go extra for the gorgeous [Cara Delevingne's](#) brow.

How Does it Work?

The two main stages of the treatment are lifting and setting – tinting is optional at your first eyebrow lamination. At [Lux Brows & Lashes](#) they begin by brushing the hairs and applying the lifting solution, once applied they make sure to position each hair perfectly in place. Time to remove the lifting lotion and secondly apply the setting solution. The setting solution is crucial for perfectly positioning each hair into its new restructured shape. Finishing up with the Keratin Nourishing Oil or a brow tint.



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Lux Brows and Lashes

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We all know if your brows are done you feel better - and about now we need a lift.

To achieve Nadia's brow lamination look at home use our Butterscotch brow powder (to add depth, fill the gaps & create the defined shape). Brush through the brows Lux Brow Soap, the creates added brow fullness, helps conceals gaps, tames any unruly brow hairs and our brow soap has strong hold which lasts all day long. Complete your brow look with our white brow highlighter which brightens your eyes and it's brow game on xx.

Click on the website link above in our Bio to purchase products online.

[view all 14 comments](#)

Add a comment...

Who is Best Suited for Brow Lamination?

Most clients are suited to brow lamination, you don't necessarily need to have a lot of natural hair to create the laminated look, however, you do need some hair on the baseline unless of course you are happy to powder this area daily.

Those who have virtually non-existent brow hair, people with trimmed brow hair or with brow transplants are generally not suited for brow lamination.

How to Achieve the Look of Brow Lamination at Home?



For those who aren't sure whether brow lamination is for them, there are a few ways you can create the same impact at home.

Brow Soap 100% gives you the desire look when applied daily at home, offering a strong hair hold that lasts all day while maintaining your brows in peak condition because it's full of fabulously hydrating and nourishing oils and waxes. During COVID-19, small businesses like Lux Brows & Lashes, needed to diversify its offering as all the services provided were in-studio treatments, that's when they created a brow lamination kit to sell online. The *Brow Soap* is an absolute must-have for those looking for brow lamination at home.

To achieve fuller, fluffier brows Kim also recommends using a brow powder and brow highlighter. Brow powder gives the brow a much softer look and by using a pencil there is simply no room for error.

Location: Ground Floor/6 English St, Essendon Fields VIC 3041

Phone: 0423 028 149

[BOOK NOW](#)

December 2020

Rescu.

What To Do If Lockdown Ruined Your Brows

Reading Time: 3 minutes

When Australia started heading into lockdown earlier this year, there was one thing [Doomsday Preppers](#) could never have prepared us for – how to stay at home with tweezers and mirror without totally destroying our brows. For those who swear by their trusted brow specialist to create beautiful fluffy brows, lots of years' worth of hard work may have gone down the drain during lockdown.



If this sounds like you, you're in luck! We got some expert advice from Celebrity Brow Stylist and Founder of Melbourne's [Lux Brows & Lashes](#), Kim Evans who's sharing her tips on what to do for those who have gone DIY over COVID.

The first piece of advice I give to anyone is to put down the tweezers and STOP right now.

Do not touch your brow hairs and let them grow – I recommend not tweezing for a minimum of 8 weeks (or even longer depending on your hair growth cycle rate). Grow them as much as possible and then book an appointment.

If you're looking for a natural way to grow your eyebrows back faster, I suggest using good quality oils.

Castor Oil is the number one natural remedy I love (but not supermarket castor oil) – you need to look for the highest quality **Black Jamaican Castor Oil**. If you can't find that, you can also use **Coconut Oil** or **Olive Oil**. Gently massage the brows using the oil and then use a Brow Soap to give them some extra love.

You can also find a good brow growth serum. There are also some good quality brow growth serums out there and without a doubt [RevitaBrow Advanced Eyebrow Condition](#) would be my number 1 serum. Brow oils and serums work by stimulating the hair follicles' health. If that follicle is dead no amount of potions will bring it back to life. Quality oils and Serums do work (but do your research before purchasing).

A brow life cycle is typically 3-8 weeks (extreme cases 4 months and up to 1 year) so the main thing to remember is to be committed and use these products religiously because if you don't, you won't get the brow growth you need or want.

Want fuller and fluffier brows?

If you're wanting the full and fluffy look at home, I recommend using three brow essentials; Brow Powder, Brow Soap and Highlight pencil.

Without a question, our Lux Brows and Lashes Brow Styling Soap is your little tin of brow gold. This will lift the brows hairs, creating a much fluffier and fuller brow look while the hairs perfectly in place all day long. It not only holds the brow hairs perfectly in place all day long but also has the added inclusion of nourishing Coconut and Olive oils.



Brow lamination

If you want to head into the salon to help create the look you're after, brow lamination might be of help.

Brow lamination can help conceal and add fullness to over-plucked eyebrows, the hair is expertly positioned (almost like a 'comb over') and treated. If the baseline of your brow hair doesn't exist, as we are lifting the brow hair from the very base, clients do need to be mindful they would need to draw on /fill the baseline with powder to give the illusion brow definition.

So if you've gone a little too hard on the over-plucking over lockdown, let your brows take some time to rejuvenate, put down the tweezers, and use products that help to nourish the brows.

Kim Evans is a Celebrity Brow Stylist. All items can be purchased via luxbrowsandlashes.com.au.

HOW TO GET

LUSH LASHES

NEW
BEAUTY

FROM
TUBES TO
TREATMENTS,
HERE'S HOW
TO GET YOUR
BEST LASHES
YET

THE NEW BLACK

Don't be fooled into thinking black mascara is the only way to define eyes – there are softer options out there. A swipe of a rich chocolate mascara adds volume without the intensity of ultra-black formulas. Chanel Australia's official makeup artist, Victoria Baron, suggests coating tips with Chanel's new metallic terracotta shade for a playful yet understated look. Whether you go for subtle or smoky makeup, think of eyes as a work of art. "The frame shouldn't overtake the painting," says Victoria, who pairs sparkling mascara with earthy tones so "the vibrancy of your eye colour is the feature".

Ere Pores Natural Almond Mascara in Mauve, \$34, nourishedlife.com.au

Morphe The Big Prime Lash Primer in Blue Boost, \$14, au.morphe.com

Chanel Le Volume De Chanel Mascara in Metal Terracotta, \$57, myer.com.au

RISE UP

To maximise natural lashes, lift them skywards. Start by curling eyelashes to make them appear much longer than they actually are. "You will be amazed at the curl and extra length with a lick of mascara," says Kim Evans, founder of Lux Brows & Lashes. If you're new to eyelash curlers (or just lazy about replacing the protective silicone pads), Kim suggests a heated curler. Gently slide it towards the brow bone to shape eyelashes upwards and outwards.

Mirenesse iCurl Twin Heated Eyelash Curler, \$55, adorebeauty.com.au

Revitalash Advanced Eyelash Conditioner, \$139.95, myqt.com.au

SKIMPY LASHES? TRY A SERUM

EXPECT: Longer, stronger lashes. Eyelash serums nourish with peptides and lock existing lashes into place with lipids so they grow better than ever.

DON'T EXPECT: A set of thick falsies. Lash serums help lengthen and add shine for a fuller lush look, but you won't grow an abundance of new lashes.

Zoe Saldana

Gigi Hadid

Eva Longoria

MEET YOUR MATCH

"Just like the hair on our head, everyone's lashes are different," says Victoria. Finding your magical mascara starts with knowing your lashes and your desired effect. For fine and few lashes, "a voluminous bristle brush is going to be your best friend", says YSL Beauty Australia's education manager, Bianca Downward, who adds that a glossy, lengthening mascara and a curved rubber wand are "the way to go".

Charlotte Tilbury Pillow Talk Push Up Lashes! Mascara, \$48, charlottetilbury.com.au

Benefit They're Real Magnet Mascara, \$46, adorebeauty.com.au

Kevin Auccin Indecent Mascara, \$45, mecca.com.au

Ardell Lift Effect Lashes in 745, \$12.99, bigw.com.au

The Quick Flick Dual-Ended Lash Applicator Tool, \$18, thequickflick.com.au

QUICK FIX

Don't overlook false lashes – they've come a long way! To avoid looking doll-like, Amy Jean, founder of Amy Jean Brow Agency, suggests trimming "one-third of the length off a full strip and applying them to the outer eyes, so they don't look too

heavy". Amy Jean also selects falsies that offer eye-opening lift and natural volume for daytime, while keeping bold and fluffy sets for night. For a seamless finish, use invisible band eyelashes and clear glue to help the line disappear into makeup. A lash comb will also help blend falsies into your natural lashes.

Curled by Kim Evans. Makeup by Alex Duffy.

How to know which brow style is right for you



Celebrity brow stylist and founder of [Lux Brows & Lashes](#), Kim Evans takes us through all things brows. If you've been wondering how to get the most out of your brows, this one's for you.

For someone who has never touched their brows before but wants a brow makeover, I would always advise to chat directly to a brow specialist in their local area. Starting off with a brow sculpt to define the shape is a great place to start and involves a wax, tweeze, tint or lighten if required. It's important to also couple any brow service with advice on 'how to apply' brow makeup at-home to get the most of your brows & how to best maintain brows between visits.

Five brow styles & who they suit

If you haven't had a chance to ask your brow specialist, but are wondering which brow look will work best for you, follow the below guide for some starters. It's important to remember that every face and brow is different, and you want to work at accentuating what you've got for the best results.

HEART Shaped Face: Most suited to brows with a slight arch / curve. Steer away from a round shape brow as this will exaggerate roundness. Bring the brows in slightly at the centre and your brow tail proportional to your face size.

ROUND Face: Arched angles are everything. A lifted arch point will lengthen your face and pull those brow tails out. Do not don't draw tails down.

LONG face: A flatter brow shape will give the illusion of a shorter face. Make sure your centres aren't too close to the nose and extend those brow tails, widening your beautiful face!

SQUARE face: Perfect shape for creating a strong brow. A chiselled jaw gives you the power to create a strong, defined arch. Have a play with how much arch to bring the most attention to those brows

OVAL face: If you've got an oval face, you're the envy of lots of brow stylists! Symmetry is key and easiest to achieve on an oval face, soft arches and lifted lengthened tails create brow heaven.

Brow no-nos

When it comes to achieving the ultimate brow look, there are some things you need to avoid for the best results.

At Lux Brows and Lashes, we advise against cutting or trimming your brow hair. We want to create the best natural brow shape possible for you and trimming/cutting can get in the way of this. Trimming the brow hairs is not suitable for those of us who don't have a lot of hair or sparse brow hair. Brow hair naturally falls and is curved in shape, which can help conceal any gaps in the hair and add fullness to your brows. Trimming is performed with the hair brushed up and if you cut that hair shorter, so it's left without any length or curve it's just simply straight, eliminating any natural 'fall'. Once it falls out it will reveal gaps, leaving you with brow hairs that stick out and visible holes in the brows. While cutting or trimming might look good on the day, the appearance of those cut, brushed up shapely, full brows can be gone in a matter of a week.

What brow treatment should I get?

Whenever deciding on the best treatment for you, chat directly to your brow specialist so they can help you create the brows of your dreams. Treatments vary depending on your brow hair. Brow sculpting is great for perfecting your brow shape, brow lamination is perfect for those looking to add fullness and for taming any unruly hairs, and brow feathering – which is semi permanent strokes to mimic hair – is the bomb for perfect brows 24/7.

DIY products to make your brows pop at-home

[Brow Styling Soap](#) is a 'must-have', an absolute essential makeup item for every woman! It helps you achieve a full and feathered look in seconds, all from your own bathroom or on the go. It's also perfect for [men who want some grooming](#) to tame their brows too!

Our Brow Styling Soap gives you the strongest brow hold for all day long wear. It's chock-full of nourishing ingredients like coconut, castor, olive and Jojoba oil to nourish and hydrate the brow hairs ensuring your brows are kept in peak condition.

The key to Brow Styling Soap is don't over wet your spoolie brush (the applicator you use to apply the soap) – in some cases, depending on the look you want to achieve, don't wet the spoolie at all. Rub the spoolie in the Brow Styling Soap, start by pressing the spoolie onto the brow baseline and brush up 90 degrees, finishing by flicking the spoolie out slightly sideways. The closer to the tail end of the brow the less degrees the spoolie brush up becomes – so by the time you reach the tails of your brows your brushed hair angle is 45 degrees. Use a Brow Styling Soap in combination with brow powders and pencils to nail your at-home brow look.



By Celebrity brow stylist and founder of [Lux Brows & Lashes](#), Kim Evans.