



7 Ways the Eyebrow Industry Makes Your Brows Look Ugly

As shocking as it may sound, your eyebrow aesthetician might be making your brows look ugly. Simplistic approaches, misconceptions, and preconceived “ideals” are giving countless faces unattractive eyebrows rather than bringing out their natural beauty.

Why are such disappointing results coming from the very industry that’s supposed to be making eyebrows beautiful? One reason is *tradition*. Today’s eyebrow techniques have been practiced for many decades. Another reason is a lack of information. Many aestheticians just don’t know that there’s a better way than what they’re used to. But the most common reason is *profits*, of course! Eyebrow products and services are perfectly lucrative the way they are right now, regardless of whether or not their results are consistently beautiful.

What are some examples of eyebrow-industry slip-ups? Here are seven!

1. Stencil Brows



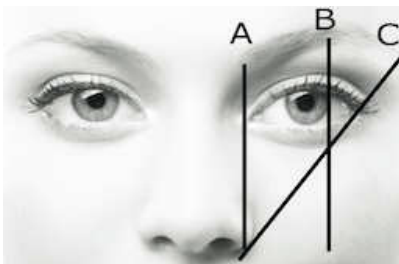
Many well-meaning people who want to look like their favorite actress or model turn to eyebrow stencils. Unfortunately however, the popularity of stencils is wreaking havoc worldwide. Besides destroying the beautiful uniqueness of your eyebrows, stencils often leave you looking a bit “off” – and in many cases, downright *strange*. It is very common to step out of an eyebrow service wearing unflattering brows that seem to belong to someone else. Always remember: what looks beautiful on one person’s face doesn’t necessarily look attractive on yours!

2. Mismatched Brows



Nothing gives you an awkward and unattractive appearance like two different-looking brows on the same face. Caused by quick work and subpar techniques, mismatched brows also make it difficult for you to accurately and honestly express yourself with your eyebrows – which is one of their most important functions!

3. Unpolished Brows (or A, B, C Brows)



Does your salon use a simplistic “a, b, c” approach to “shape” your eyebrows? (This technique defines “a” as the start of the brow, “b” as the highest point of the arch, and “c” as the end of the brow.) If this sounds familiar, beware! By overlooking details and neglecting many areas of eyebrow hair, this technique often leaves brows looking a bit unpolished. Plus, you need to keep going back to the salon every two weeks to have your eyebrows done again – which is profitable for the salon, but inconvenient for you!

4. Fixed Expression Brows



Many in the beauty industry have been taught that certain kinds of eyebrow arching produces a sexy or glamorous look. But in reality, improper arching results in fixed-expression brows – which make you reflect the same emotion at all times. It's very difficult to be

attractive when your eyebrow aesthetician has left you looking constantly angry or constantly surprised!

5. Pencil-Thin Brows



Another common misconception among many aestheticians is that thin eyebrows create a sleek and elegant look. But the cold, hard truth about thin brows is that they tend to age your face, making you look tired and worn. *Not* an attractive look for any occasion!

6. Boney Brows



Many of the above eyebrow mistakes lead to this unattractive look, which can leave you looking more aged than you actually are. When an arch is carved into the eyebrow to force it into another shape, too much of your brow ridge is exposed. The result can be unsightly, so avoid it at all costs!

7. Effeminate Brows



It's highly important for men to have their eyebrows groomed. But it's also important to make sure their aesthetician knows how to distinguish between men's brows and women's brows. It's never a happy moment when a guy steps out of an eyebrow service with brows that look like they belong on a woman's face. The result is an "off" appearance that's unattractive and socially awkward.

While it's essential to have your brows done regularly, it is *crucial* that you make sure they're done according to their natural arch and shape. Before letting an aesthetician do your brows, ask them if they know how to avoid these 7 deadly sins of brow work! It could save you from needless embarrassment, while ensuring that your brows look natural and exquisite after *every* service.

ABOUT TAO OF BROW

Tao of Brow is the most unique brow boutique in Chicago (and quite possibly the world!) Our Browistry™ approach adheres to natural brow lines and overall shape with consideration to each individual's uniquely stylized contours and arches. This principle ensures proper placement of the brows, which correctly frames the eyes and balances your facial characteristics resulting in a natural and exquisite outcome.

Through traditional techniques of waxing, tweezing and trimming, we provide an impeccable version of your own eyebrows with no alteration of their natural shape. Your eyebrows remain an honest reflection of your eyes' expressions, perfectly placed and proportioned. Always striving to be reformers in the industry, our motto is that "there's nothing more fashionable than your own individuality."