



Just Browsing: Part II

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As job titles go, Prestige Manager is right up there in our book. So when we wanted more insight into brows best practices, we turned to Renee Kee, Prestige Manager at Ulta Beauty (incidentally, America's largest beauty retailer, so...your brows are in good hands). Renee was brimming with brow wisdom:

Can you share some current eyebrow trends?

We've really been seeing natural brows trending in popularity lately. Gone are pencil thin, drawn on brows and fuller brows are definitely in style. The look of a natural brow is softer, with less structure and is achieved by enhancing the existing shape of the brow.

Any tips you can give us to keep eyebrows groomed properly? What products do you recommend to do so?

Even with natural brow looks, proper grooming is always key. Begin by combing the brow hairs towards the eye and trimming them, so you're prepped and ready to start shaping and filling them in. If you tend to have brow hairs that have a mind of their own, use Benefit Cosmetics Gimme Brow Volumizing Fiber Gel to keep them in place while giving brows a fuller look. And it's super easy to use! If you're trying to create a lifted look, use Benefit Cosmetics cream highlighter pencil, High Brow, by applying on the orbital bone underneath the brow. It will bring out the shape of your brow, and create a youthful looking arch. Both products are available at your local Ulta Beauty.

What's the best way to enhance your natural brow shape to compliment your face?

A Benefit Arch Expert at Ulta Beauty can help you determine how to fill in or clean up your shape, so that it can boost your natural brow look. Having properly shaped brows can really help to shadow any imperfections on the face, which will ultimately make you look and feel younger.

Shape and define brows with these:



Condition and improve the appearance of fuller eyebrows with the new RapidBrow Eyebrow Enhancing Serum. They use their proprietary mix of essential proteins, vitamins, and other moisturizing ingredients, such as Keratin and Biotin, to boost eyebrow density while adding shine and softness. (Available at ulta.com)