

## NEWBEAUTY

### An Eyebrow Enhancing Serum That Grooms While Imparting Growth

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#### Let's Just Get to the Point:

[RapidBrow Eyebrow Enhancing Serum](#) (\$50) blends a cocktail of brow-beautifying ingredients to help you achieve the robust eyebrows of your dreams.

**Key Ingredients:** polypeptides, biotin and [keratin](#)

#### If You Want to Know More:

Whether you plucked all of yours out in a '90s-era feverish haze trying to emulate [Drew Barrymore](#) (that's my story anyway), or you simply never had notable ones to begin with, pretty much all of us can use a bit more in the eyebrow department. It's more than just a trend: Thicker brows make you look younger, but they also can serve to make your features look as if they're more in proportion. Every smoky eye and red lip looks even better with gorgeous, full, groomed arches. Those of us with more delicate features can get away with less brow in our lives, but many of us can use a little boost in the area.

Enter [RapidBrow Eyebrow Enhancing Serum](#), bringing six ingredients—polypeptides, biotin, panthenol, keratin, apple fruit cell extract and sweet almond extract—to help condition brow hairs and make them look more voluminous. Think of your brow hair like the hair on your head: It helps to keep it conditioned to promote growth and maintain hair health for it to look its absolute best. After testing the product for a couple of weeks, I found my brows looked a bit fuller and the serum served to tame wayward strands and keep them looking smooth. Another tip I picked up: Sometimes when I apply [foundation](#), it winds up in my brow hairs, making them look almost dandruffy. A quick sweep of [RapidBrow](#) post-foundation application takes care of the situation, getting rid of the excess foundation and keeping my brows looking clean and in place.

The most important thing to remember with a product like this is that consistency is key. Like skin care, you'll see results only with regular use over an extended period of time, at least a couple weeks. I find that keeping my serum near my toothbrush in the bathroom ensures I'll sweep it through my brows before getting my beauty sleep.