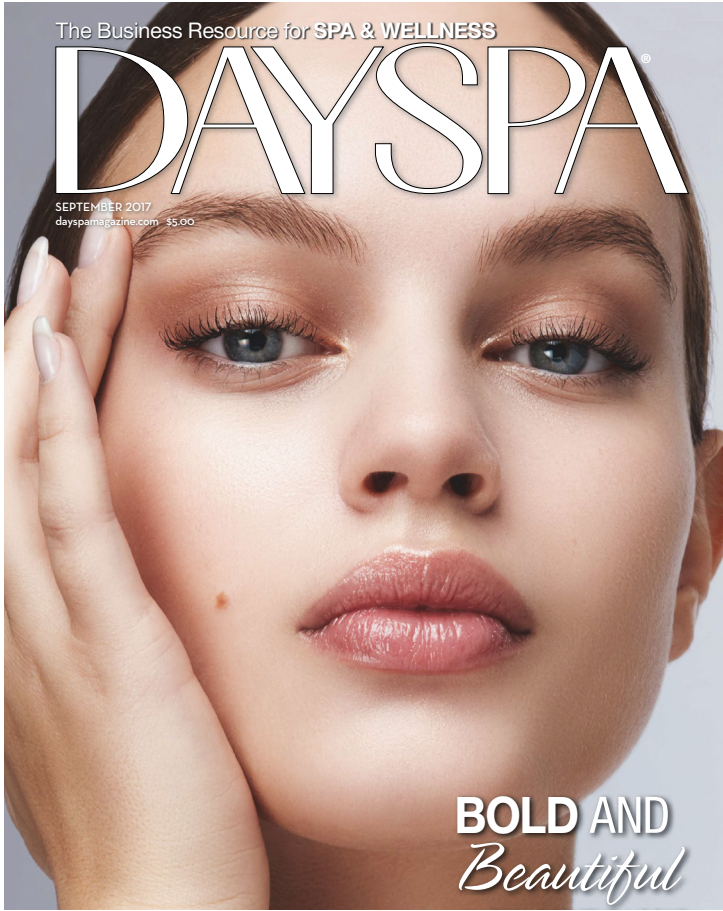


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BOLD AND
Beautiful



Loud and Proud Brow'd

Natural, bushy brows continue to be championed by backstage makeup artists, with brushed-up, glossed arches dominating the runways.

What you'll need to help clients nail the trend: brow gel, and plenty of it. "Brow gel is a natural brow's best friend; it gives a polished yet brushed-up look that stays put," says Natalie Soto-Carlisle, global makeup artist and educator for Iredale Mineral Cosmetics. "For thinner brows, a colored gel is ideal to fill in any gaps, and for those already blessed with bushy brows, a clear gel is all that's needed."

But won't this trend drive clients away from your brow-shaping skills? Soto-Carlisle stresses that it's actually quite the opposite. "The full brow trend makes eyebrows the focal point of the face, and it requires removing all excess hair around the desired shape for a clean finish," she says. If clients lack the hair count required for such bold brows, set them up with brow conditioners for at-home maintenance, and reach for pigmented gels, powders, fine-tipped pencils and felt markers to help immediately beef up arches without looking too overdrawn. "The right tools paired with specific brow products, such as a finely tapered and angled brush along with a wax-based powder or cream-based fill, will emulate a perfect hair-like stroke every time," asserts Billera.

1. Osmosis Colour Brow Gel in Auburn
2. Osmosis Colour Brow Gel in Brown
3. Morphe Brow'd Brow Palette
4. Gorgeous Cosmetics Brow Fix Gel
5. BrowFood Aqua Brow Powder + Pencil Duo in Charcoal
6. BrowFood Aqua Brow Powder + Pencil Duo in Dark Blonde
7. Ardell Beauty Stroke a Brow Feathering Pen in Medium Brown
8. Ardell Beauty Brow Confidential Brow Duo in Soft Black
9. Palladio Beauty Brow Obsessed Brow Building Mousse With Fibers in Medium/Dark
10. Glo Skin Beauty Precision Brow Pencil in Blonde

COURTESY: MAKEUP ARTIST BENJAMIN; MAKEUP PHOTOGRAPHER JASON BENNETT



glo

SKIN BEAUTY

PRECISION BROW PENCIL

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