

# BROW WOW

Shape and shade your arches with these next-level products **By DANA WOOD**

**T**HERE'S no beating around the bushy — on the brow front, thin still isn't in.

But Cara Delevingne's dramatically outsize caterpillars are finally giving way to eyebrow icons Suki Waterhouse and the Emmas (Watson and Roberts), whose full looks are a bit more refined, a bit less Sharpie Magnum. It was the same on spring runways from Christopher Kane, Balmain and Albert Ferretti. And there's a fleet of new products — all manner of kits and caboodles — to help you configure and color in this trend with precision.

The goal is a lush, healthy frame for the eyes, says Blink brow expert Sabah Feroz, who counts Watson among her celeb clients. "Big brows are youthful," Feroz explains. "They allow you to wear less makeup. And when you do that, you automatically look younger."

If overall sparseness or a pesky bald patch is the problem, two fiber-based products can spot-treat the situation. Toppik's Brow Building Fibers, crafted from colored keratin protein, can be dabbed on over a conditioning wax laced with mango, shea and cocoa butters. Tinted grandeBrow-Fill gels spiked with peptides and is a favorite of makeup artist and brow whiz William Scott.

For boosting the overall health of brows, try Blink Brow Bar's

conditioning duo. The twofor of Day Brow Cream and Night Brow Balm tames and moisturizes hairs with sweet almond, lavender, sandalwood and rosemary.

New color formulas also make filling in easier than ever before. Clinique's Just Browsing mousse is a brush-applied color that promises to last 24 hours. Make Up For Ever's Pro Sculpting brow pencil, out this month, features a beveled point for precision drawing. In a similar vein, Hourglass' Arch Brow Sculpting Pencil boasts a handy triangular tip and comes in nine shades.

As for new tools of the trade, the Urban Decay x Gwen Stefani Brow Box compact houses two mirrors (one magnifying), mini tweezers, two brushes and two powders, plus a wax to set — so your brows are always ready to rock 'n' roll. While Stefani's kit will get you closer to her hero arches, it's important to do what flatters your face.

"I've always admired and even been jealous of great brows," says makeup mogul Sonia Kashuk. "But it's the same with perfect lips, or perfect eyes or perfect cheekbones. There's always someone with the perfect something."

But now, it seems, perfection can be found in the blink of an eye(brow).



**ABOVE:** Models go for the full-brow on spring 2016 catwalks for (clockwise from top left) Christopher Kane, Balmain and Albert Ferretti.

**FROM LEFT:** Just Browsing Brush-On Styling Mousse, \$16 at [clinique.com](http://clinique.com); Urban Decay x Gwen Stefani Brow Box in "Bathwater Blonde," \$30, at [macy.com](http://macy.com); GrandeBROW-FILL, \$20 at [grandelashmd.com](http://grandelashmd.com); Brow Building Fibers Set, \$20 at [toppik.com](http://toppik.com)

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