



Irish Daily Mail

life

Throw away the tweezers and use this weaponry in the battle for big brows

THE folks at Billion Dollar Brows take brows very seriously. Its company remit is to 'spread the gospel' of beautiful brows.

Big brows are everywhere, mainly because of the impressive set sported by 22-year-old model Cara Delevingne, right. They are dark, they are bold, they are dramatic — her eyebrows have it all. They spark fear in women like me, who came of age in the Nineties, when the brow of choice was insanelly over-plucked (Google any star of the decade — Jennifer Aniston, Drew Barrymore, Courtney Love — to observe them in all their sparse

glory). As an impressionable teen, I flicked through magazines closely, armed with a pair of tweezers to get my desired look, reminiscent of an Elizabethan bald eagle. After years of faithful plucking, it's been hard to come to

terms with the power brow, but come to terms with it I must because it isn't going away. Billion Dollar Brows, stocked in beauty outlets



across Ireland, has a lot of brow arsenal available for tweezer victims like me. Its BDB brow boost contains a vitamin and protein-enhanced conditioner which promises to make your brows look thicker and healthier with regular use.

If you don't have the patience for that, try its Hint of a Tint — basically, just paint them on! Note you can also get powder, gel, highlighter and something called a brow smudge. Get started now, and maybe you'll have a power

pair by Christmas Day.

■ SEE billiondollarbrows.com

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Publication: Irish Daily Mail
Date: 22nd November 2014