



Every woman needs a brow product to achieve that flawless, movie star look! – The Brow Diva

Meet “The Brow Diva” Deanna Netti-Cahill

Deanna Netti Cahill, aka the “Brow Diva” is a professional brow sculptor, the owner of the **Brow Diva studio** in Rochester, NY as well as **Brow Diva**, a brow product collection. With over 20 years of experience in the industry, customers all over the Northeast flock to Deanna for arguably the most important beauty asset: perfectly sculpted brows.

Deanna opened **Brow Diva** the studio in 2005 upon realization that besides Anastasia in Los Angeles there was no place dedicated solely to eyebrow grooming. For 12 years prior, she had been in the makeup business with her twin sister. “Doing brows became second nature to me,” she says of her days as a makeup artist. “Women would come to us wanting a picture perfect look and little did they realize that fixing their brows could make more of a difference than a facelift! It became standard for me to sculpt and groom brows in addition to applying makeup.” When Deanna decided to venture out on her own, her calling became clear as she was flipping through a beauty trade magazine with an article about the success of a brow sculptor in Beverly Hills. Deanna remembers looking at her schedule and noticing that she was booked for more eyebrow appointments than makeup—it was the sign she needed. She began to market herself exclusively as a brow sculptor and worked in various salons and spas. Her clientele kept growing and in 2005 Deanna opened her very own studio for brow sculpting; **Brow Diva**.

Located in Rochester, NY, **Brow Diva** was an instant success. “I developed my ability through experience and I guess I have a natural artistic ability that is so important when it comes to brow sculpting,” Deanna says. Armed with talent and drive, Deanna went about hiring a staff who would uphold her standards of brow sculpting. Brow Diva now consists of three full time sculptors (who had to graduate from her rigorous 3 month training program) and four support staff. Customers are always amazed at how relaxing the experience at Brow Diva is; a beauty routine that is usually dreaded by most! Upon entering the **Brow Diva** studio, customers are greeted by First Impression Coordinators, or FIC’s. They are offered coffee, tea, wine, or cucumber water and are escorted into one of the four private sculpting rooms. With relaxing music playing, subdued lighting, and the essence of lavender oil, Deanna or one of the senior sculptors proceeds to meticulously wax, tweeze, and trim brows to perfection. The whole process only takes 15 minutes and should be maintained by going back every 3-6 weeks.

In 2008, Deanna made her next venture through launching the **Brow Diva product line**. After sculpting a customer’s brows, she would always use makeup to fill in sparse areas to give brows a more polished appearance. She found however that there were no products on the market that were perfect in both color and quality. Most importantly, there were no ‘user friendly’ products that were easy for customers to use on a day to day basis. Deanna decided to start a line that was affordable, simple to use, and made brows look natural rather than painted.

“My business philosophy and what I firmly believe (and what many women don’t know) is that 99% of women can improve their *overall appearance* simply by using an eyebrow product. Their faces when I show them the before and after in the mirror only reinforces this,” Deanna remarks.

The **Brow Diva** product collection consists of a brow base, brow powder, brow mascara, a clear brow control mascara, a highlighter, and a brow brush. Each brow base, powder, and mascara comes in a variety of colors to suit practically *every single* skin and hair tone. Whether you have hard to match red hair or salt and pepper hair, there is a color for you. “There is no guessing when choosing a color that is right for you,” states Deanna. “You simply know just by looking.”

Through her studio and product line, Deanna hopes to encourage women and men to recognize the impact well-polished brows have on their overall appearance. Deanna and the staff at **Brow Diva** plan on continuing to contribute to charities as they have in the past (they donate 3 gift cards at a \$200 value to a local charity every month) and expanding their clientele and adding new products to the product line.

Deanna’s Eyebrow Tips

1. Invest the money in getting your eyebrows sculpted! This is something you only need to do every few months (maintenance is much less expensive.) The last thing you want to do is go somewhere that doesn’t specialize in brows and end up with a botched job. It can take 6 months to a year to fix a job that was done poorly by someone else. During this time, brows are a work in progress.
2. If you are between appointments and have a last minute date or special event and *have* to tweeze, tweeze only the obvious stray hairs and as few as possible! Use the Brow Diva products which are great for maintaining brows and keeping them looking clean between sessions.
3. A brow powder is the most important and universal product—key to have on hand. Some things to know: The color should match or compliment brow hair color. Less is more!! Apply with an angle brush at the arch and extend to the end of the brow. Apply what’s left on the brush to the inner part of the brow.
4. BEWARE!! A common mistake many people make (including many waxers) is over tweezing the area between your eyes. Keeping your brows longer on the inside makes your eyes look bigger, more polished, and makes your brows look longer.
5. The perfect brows are not too thin and not too thick. It is the middle ground you want to aim for. We are born with a natural canvas that an eyebrow artist can sculpt into its optimal shape. The arch also has a natural place that can be defined by the experienced brow sculptor. Do not try to make any shape changes on your own!

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To purchase **Brow Diva** products, please visit www.browdiva.com

The **Brow Diva studio** is located at 3025 Monroe Avenue, Suite 103 Rochester, NY 14618

A first-time brow sculpting with the **Div**a starts at \$50.00. For a list of studio services and prices, please visit www.browdiva.com

For more information on the **Brow Diva** product line & studio or **Deanna Netti Cahill**, please contact Mary Thompson at Bella Public Relations, Inc. 212-868-8183 -m.thompson@bellapr.com