



**FOR IMMEDIATE RELEASE:**  
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**INTERVIEW / PHOTO OPPORTUNITY:**

**GET YOUR EYES IN TOP SHAPE FOR BACK TO SCHOOL**  
*- Brow Diva Offers Remedies for Common Eyebrow Problems -*

**ROCHESTER, N.Y.** – Local students are doing all that they can to look their best for the back to school season. Local eyebrow sculpting artist, Deanna Netti-Cahill of Brow Diva (in Pittsford), has seen an increase in the number of young women and men looking to get their eyebrows professionally shaped for the first time. Cahill provides tips to the students and parents preparing for the back to school season on how to avoid “back to school eyebrow disasters.”

**“The simple step of grooming brows has a huge impact on your appearance - even if you do nothing else,” said Cahill.**

Considering the amount of real estate that they take up on your face, your eyebrows have a huge impact on how you look. When they are well-groomed, they can make you look polished and pulled together. Cahill offers tips on how to prevent brow disasters during the back to school season.

- Ask your parents for permission and let them take you to a brow shaping professional so you don't ruin the natural shape of your brows.
- Be conservative when plucking the stray hairs. Be careful not touch the shape of the brow. The tendency may be to over-pluck.
- Get your brows professionally waxed, trimmed and shaped once a month to maintain the "perfect" brow.
- You may experience redness from waxing that typically lasts a couple of hours.
- The anticipation of pain is a common fear; however, the actual pain is never as bad as the anticipation (it's comparable to removing a bandage from your skin). The brow pro applies pressure immediately after removing the wax to help reduce any pain. The process goes by so quickly that you barely have time to feel it. Most everyone finds the experience relaxing.

**“Typically young men and women begin having their eyebrows professionally shaped as early as 12 years old,” added Cahill. “Having your brows professionally groomed or sculpted for the first time is now being viewed as a rite of passage by many. There has been an overall acceptance by parents who view this as a time to bond with their child.**

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Brow Diva was founded in 2002 and opened the storefront in 2005 by brow sculpting expert, Deanna Netti Cahill, as the only studio in Rochester, NY that specializing exclusively in women's brow sculpting and men's brow grooming. Cahill brings over twenty years of experience to the business as an eyebrow artist. Located at 3025 Monroe Avenue, Suite 103 in Pittsford, N.Y., the studio currently employs seven people. For additional information, please visit [www.browdiva.com](http://www.browdiva.com).

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**INTERVIEW / PHOTO OPP: Deanna Netti-Cahill, eyebrow sculpting artist at Brow Diva (in Pittsford) is available to discuss tips on how to avoid “back to school eyebrow disasters” and what to expect during your first eyebrow shaping appointment. Brow Diva clients who are gearing up to have his/her eyebrows sculpted for the first-time in anticipation of the back to school season are also available for interviews. For more information, or to schedule an interview, please call D-D Flannery at 585-703-6243.**