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## EYEBROW SCULPTING STUDIO CHANGES THE FACE OF COSMETICS WITH SIGNATURE PRODUCT LINE

### *- Brow Diva Debuts New Eyebrow Cosmetic Line -*

**ROCHESTER, NY (September 23, 2008)** - Brow Diva, the eyebrow sculpting studio of Pittsford NY that caters to both men and women, makes its highly anticipated national debut with the Brow Diva™ signature eyebrow product line. **Deanna Netti Cahill, CEO and founder of Brow Diva, is please to announce the unveiling of the 19 piece product line that is available for order at [www.browdiva.com](http://www.browdiva.com). The collection is also sold at the Brow Diva studio.** The product “how to” video instruction is available on the website.

In the blink of an eye, Brow Diva is changing the face of cosmetics with eyebrow enhancing products created to keep brows looking good in between grooming appointments. Brow Diva's flagship products hit the market in October 2008. Its conception has taken company Founder & CEO, Deanna Netti Cahill, six years to develop.

Deanna Netti Cahill, owner of Brow Diva studio in Rochester, NY who is known as the Brow Diva, is no stranger to the beauty industry. After 20 years as an accomplished and in-demand professional brow sculptor and grooming over 70,000 eyebrows, she is a favorite amongst numerous women and men who request her talents for the personal appearances, photo shoots, television productions, etc. Her extensive knowledge of beauty trends and experience in brow sculpting and grooming are the creative inspiration behind the Brow Diva product line.

The Brow Diva™ signature product line includes:

- **Brow Base (\$25)** – A waxed-based color that is a must for anyone suffering from sparse or over-tweezed brows. *Available in 6 different colors.*
- **Brow Powder (\$25)** - A finely milled shadow that will add the perfect depth and finish to your brows. *Available in 6 different colors.*
- **Ultimate Highlighter (\$18)** - A creamy, matte formula that highlights the eyebrow and brings attention to your perfect, symmetrical, sculpted eyebrows.
- **Brow Mascara (\$20)** – It's a defining and controlling gel that comes in a range of complimentary matte colors. *Available in 4 different colors.*
- **Duo Brow Brush (\$19)** – A dual purpose angle brow brush with spooly end.
- **Brow Control (\$20)** – A clear hair gel specifically formulated to keep your brows in place all day.

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, N.Y. 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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