



FOR IMMEDIATE RELEASE:
May 12, 2008

FOR MORE INFORMATION Contact:
D-D Flannery, 585-703-6243

INTERVIEW / PHOTO OPPORTUNITY:

BROW DIVA'S SOLUTIONS TO GREAT BROWS

ROCHESTER, N.Y. – Deanna Netti Cahill, eyebrow expert and owner of Brow Diva, offers five simple solutions for both men and women who want great looking eyebrows. Cahill's step-by-step grooming tips provide easy ways to keep brows looking good in between grooming appointments.

- **Step 1: Shape Area In Between Brow** – Using an eyebrow brush, brush hairs in an upward direction. Use brow sculpting tweezers to pluck stray hairs. Brows tweezed too far away from the nose make the nose look bigger and the eyes look smaller.
- **Step 2: Maintaining the Shape of the Brow** – The thickest part of the brow should be closest to the nose and gradually taper out. As a guideline, draw an imaginary line from where your nostril meets the bridge of your nose straight up and that's where your brow should begin. The eyebrow should end at the outside corner of your eye. Be careful not to touch the arch of the brow when plucking stray hairs.
- **Step 3: Trimming** - Trimming gives you a lot of shape while helping the brow hairs to lay beautifully. However, we do suggest that you leave trimming up to the pros.
- **Step 4: Fill & Define** - Everybody can have completely symmetrical brows with a little fill-in from a brow base - a waxed based color that is a must for anyone suffering from sparse or over tweezed brows. Define brows using a brow powder. Remember to always match your current (and not always your natural) hair color.
- **Step 5: Set & Go** - To keep unruly brows in place, cover gray hair, soften dark hair, or give a touch of color to pale brows, use brow mascara. It comes in a range of complimentary colors (as well as clear) to match your brow hair color.

“When you are shaping your brows for the first time, it's best to visit a brow expert who can sculpt them to bring out your best features while balancing your face,” said Cahill who sculpts about 60 brows a day. **“Eyebrow shaping completes the overall appearance of the face.”**

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.

###