

## **The eyebrows have it**

*As featured in "her: Celebrating the Women of Rochester"*

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Photos by Matt Wittmeyer



Melissa Lang, 29, was looking for professional eyebrow sculpting and summer-time makeup tips.

Nothing freshens a face like a well-groomed set of eyebrows. Nicely shaped arches lend a natural finish – especially in summer, when we wear less makeup.

But shaping your brows on your own can be tricky. Who among us hasn't needed a tweezer intervention after trying in vain for some sense of symmetry? Hair also grows faster in summer, so keeping up with maintenance gets tougher.

Enter Deanna Netti Cahill, owner of Brow Diva. The Pittsford studio is the only one in Rochester specializing in brow sculpting and grooming.

"There are many women out there who aren't happy with their brows, and they don't know what to do with them," Cahill says.

Melissa Lang, 29, of Irondequoit, is one of them. "I've always maintained them myself," she says, "but they didn't come out even."

So Lang, who is the assistant to the vice president of communications at the University of Rochester, turned to Cahill for a professional sculpting, along with a makeover perfect for summer.



The session begins with waxing between brows.

### **Brow know-how**

Cahill welcomes Lang into a private consultation room and seats her in a black, leather chaise. Waxing is normally the first step, to remove the bulk of the hair on the brows, but Lang has maintained them well enough to skip this part. So Cahill just waxes in between, painting on a gentle formula. A quick tug and Cahill's done.

**"That wasn't bad at all!" exclaims Lang.**

Cahill trims the brows, combing them like a hairstylist and snipping the ends. Trimming not only reveals the shape of the arches and helps them to lie flat, says Cahill, but it can also enhance fullness.



Black mascara is the finishing touch

Cahill saves the tweezers for the detail work, removing any hairs left over.

Now it's onto brow powder – a product Cahill says nearly all women need for a more uniform look. Using an angled brush, Cahill applies a shade just right for Lang's light brown hair.

**"It's amazing – the difference,"** says Lang, looking in the mirror.

"After a 15-minute session, most women feel like they've had a nonsurgical (face) lift," Cahill says.

### **A natural glow**

Well-shaped eyebrows create a beautiful frame for the face. Now it's time to cover the canvas.



Deanna Netti Cahill, owner of Brow Diva, chooses earthy colors for Lang's lip liner and lipstick.

Cahill smoothes on a tinted moisturizer to subdue Lang's freckles and make her green eyes pop. "It's a lighter look for women who don't want to wear foundation," Cahill says.

That's perfect for warm weather, especially considering the moisturizer's Sun Protection Factor (SPF) is 20. A dusting of translucent mineral powder can provide staying power.

Cahill then applies an eye shadow primer, to prevent the apricot-colored shadow from creasing or rubbing off. It's an especially handy product in summer, when makeup tends to run.

White highlight powder, brushed just underneath the brows, draws attention to them by creating contrast. An apricot blush then gently warms Lang's fair complexion.

Using a round-top brush, Cahill starts where the cheekbone meets the top of the ear and sweeps it forward to the apples of Lang's cheeks. A couple of swirls around the apple, then back toward the ear.



Lang's new look includes tinted moisturizer to subdue her freckles and make her green eyes pop, and apricot-colored eye shadow and blush. "It looks like me, only better."

Blushes and lip tones in bronzes and brighter pinks and corals are usually reserved for darker skin, Cahill says. But as lighter-skinned women tan, they can handle brighter shades. Bronzing powder can add a healthy glow.

Cahill then paints on dark eye shadow as eyeliner, using a fine-angled brush. "Shadow looks more natural than pencil and is more user-friendly," Cahill says.

After some black mascara, Cahill focuses on the lips. She lines them right on the lip line with a pencil called "Deep Natural." Using a lip brush, she fills in the space with a shimmery, earthy lipstick ("Micro Primrose").

Lang likes how natural she looks – more glowing, healthy and refreshed.

"It looks like me, but better," she says.