



strangers on the street to ask where they get their eyebrows done if I like the look of their arches. If someone does the same to me, it makes my week. My friends are accustomed to being greeted with, "Good brows. Where'd you get them done?" A couple of years ago when I asked one friend where she had gotten her perfectly arched brows shaped, she said she had had them threaded the previous week while back home in Pakistan. I was a little disappointed (I'm eyebrow-obsessed, but not on the order of flying to Pakistan), but also intrigued. I knew that threading was a form of hair removal, but that was about it. I did some investigating, and have been a threading believer ever since.

Threading, the ancient method of hair removal which South Asian women have been doing for centuries, is no longer the exclusive domain of Indian women and Bollywood beauties like Aishwarya Rai. Threading services are beginning to proliferate in the west, and women are taking note. Celebrities such as Saima Hayek and Liz Hurley are said to be converts to this ancient art. Why? Because clients and practitioners alike swear by threading's accuracy – single hairs can be removed at a time, causing it to be more precise than waxing. It can also pick up the very fine hairs that tweezers miss, and has no trouble catching hairs that are too short for waxing.

The process: the practitioner uses a loop of tightly twisted cotton thread to remove unwanted hair. The threader usually holds one end of the thread in one hand, the other end in her teeth. With her free

RAISING

# Eyebrows

## the Old-Fashioned Way

*RAVE\*SQ* gives you the lowdown on threading, one of the least painful and most effective hair-removal treatments out there.

by EMILY M. MOQTADERI

I'm the first to admit to being a little late to the party when it comes to beauty treatments and self-pampering. I didn't have my first manicure until years after they were a wooky ritual for my other friends. I rarely get facials, don't own foundation, and can't apply eye shadow without looking like an escapee from the clown car at the circus. I do have one major beauty obsession, though – eyebrows.

I've been trying to achieve perfectly shaped brows for as long as I can remember. I have no qualms about stopping complete

hand, she forms a loop in the middle of the thread. Twisting and rolling this loop over an area of skin catches hairs and removes them from the root. Threading can be done on any part of the body, but is used primarily on the face to shape eyebrows and remove any other unwanted hair.

The first time I had my own eyebrows threaded, I was petrified. I didn't have a chance to do my usual art directing of how I wanted my brows to look before the practitioner came at me with a long piece of thread gripped between her teeth. Though I didn't feel much except the thread being pulled across my skin, I had visions that alternated between my leaving the salon with one eyebrow and my leaving with no eyebrows. I needn't have worried. After about 15 minutes under the string, my brows were neat and clean, with none of the redness usually left by waxing. Reshma Monteiro, owner of Perfect Shape Threading Salon in New York, says that with threading,