

# Bridgette Raes Style Group Weekly Newsletter

## That Certain Something

Set your style free.

October 26th, 2005

*Your one stop for beauty*



Being a fan of the perfectly arched eyebrow, I had recently found myself faced with a dilemma. Having temperamental skin, my dermatologist recently prescribed Retin-A with the hopes of it taming my breakouts. Those of you

who have used Retin-A probably know that waxing becomes a no-no while using Retin-A because your skin becomes too sensitive to handle this aggressive form of hair removal. Knowing that I didn't have the patience to sit and pluck, I didn't know what to do. Through the recommendations of a friend, I was encouraged to check out threading at the NYC threading location Shobha. Ladies, let me tell you, I am a total convert to threading. With two convenient locations, one on Madison Avenue and the other in SoHo, Shobha is the only place to go to experience this centuries-old hair removal experience.

### What is threading

Threading is a method for removing facial hair where the practitioner holds one end of cotton thread in his or her teeth and the other in the left hand. The middle is looped through the index and middle fingers of the right hand. The practitioner then uses the loop to trap a series of unwanted hairs and pull them from the skin. Sounds tricky, however the precision achieved through threading is superior to any other method of facial hair removal I have tried. It is also far less painful than waxing and takes about the same amount of time that an eyebrow wax takes.

### Here are some of the benefits of threading provided by Shobha:

- **The Ouch(less) Factor** – It is found by many to be much less painful than waxing. Since threading only targets the individual hairs, skin irritation is kept to a minimum, unlike waxing, which often causes unnecessary stretching and removal of the skin's delicate top layers.
- **An Art of Perfection** – Threading is very precise and allows our specialists to have greater control than waxing, resulting in a better brow shape for you!
- **Au Naturelle** – Threading is 100% natural, there are no artificial waxes, chemicals, or invasive techniques used.
- **Threading Takes It All Off!** – Even those short stubbly hairs can be removed; this gives you the option of avoiding that yucky growing-out period that everyone hates!
- **The Taming of the Flame** – Minimal redness occurs after threading, and any redness that does appear, usually subsides within an hour. Threading lets your beauty secrets stay secret!
- **Anti-Acne** – The majority of people that breakout from waxing tend to not breakout from threading. Also, threading is completely safe and dermatologist-recommended for individuals who are currently using medications like Accutane and Retin-A.
- **Wrinkle Prevention** – Warning: waxing can tug, pull, stretch, and even remove the delicate skin on your face, eventually facilitating in the development of wrinkles! But there is good news, threading does none of this! So instead of torturing yourself with waxing, choose threading which will leave you hairless and smooth!

**Other services from Shobha** In addition to Shobha's superior threading services, they also offer other amazing services including facials and sugaring.

### Sugaring, what's that?

Sugaring dates back to the civilizations of Mesopotamia, Egypt, and Greece. It is a form of hair removal that resembles waxing, but is actually much gentler and less painful to endure.

### Sweet Facts About Sugaring:

- **Secret Family Recipe** – Shobha's unique sugar gel is completely homemade, consisting of only sugar and lemon juice, and looks like honey. (Natural ingredients mean natural reactions, which for most is no reaction at all!)