

Eyebrow Oasis Amidst Corporate Manhattan

Posted By [JD Breen](#) On 1st September 2007 @ 00:00 In [Male Perspective](#) | [Comments Disabled](#)

As a reformed "pluck-a-holic," I must admit that I was in knots about this appointment ALL week... but, upon entering **SHOBHA**, I'm immediately overcome with a Zen-like calm. The brow threading chain's newest location at 775 Broadway (in the Newsweek building) is truly a transport to India complete with all its beauty rituals. The décor is traditional Indian - vibrant color and interesting lines - is a welcome surprise considering this pampering paradise is on the 7th floor of a commercial high-rise in Columbus Circle.

I'm promptly introduced to Soma, who'll be transforming the caterpillars above my eyes today. I'm double calm now... her personal brows are meticulously tamed, yet far from overdone! This is precisely the look I was hoping for. I knew I was in good hands.



Brad's brows are always natural looking. Tamed and well-shaped but not over-groomed.

After a brief (yet thorough) consultation, the procedure began with a rosewater toner and light massage. Threading is not the most pain-free process, but the result is totally worth it. The technique allows her to extract rows of hair simultaneously with razor-sharp precision. The result is perfectly straight lines and angles.

Upon completing the first brow, she hands me a mirror to check in on the progress. I was happy to see that she had listened to my concerns about not wanting my brows to look feminine, during our consultation. I just wanted a clean line and somewhat defined shape. And with just the first row done, I could see I was on my way to getting just what I asked for. By the time we're finished, I've made up my mind that Soma is a true artist.

To end our time together and calm my super-sensitive skin, she applied the same rosewater toner followed by a cool compress and more fabulous massage (a mini-massage is apparently one of the perks of getting your brows threaded that women haven't been sharing). Of course, as soon as we're officially finished I must look at them again. Yup - still rocking.

Shobha's website addresses the male threshold for pain and I'd agree with every word! Guys are bigger wimps than girls when it comes to the carnage of having tiny hairs ripped from their roots just above your eyelids. Painwise, it was no walk in the park, but looking good takes work and sacrifice... and it was definitely worth it. A week later and I'm still getting compliments.

[1] www.shobhathreading.com

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