



## browsing around

Wednesday, September 24, 2008 at 8:00PM



Eyebrows define the face, they should be kempt, and neglect is something I can't comprehend (yet I am dead against the idea of male waxing).

I have never cared much for waxing. The idea of drippy wax is frightening. I become reminiscent of sticking chewing gum in my neighbor's hair as a child, just thinking about the lesson I learned in how goo can go wrong. I've leaned on my own shaky hands to pluck my way to clean and neat. Then, someone, somewhere introduced me to **Shobha Threading**.

**Threading** is the customary way to remove hair in India and throughout the Middle and Far East. The magicians at Shobha thread their way lightning fast right through your hairy facial features. They manage to get even the fairest feather hairs that a tweezer could never manage solely using, you guessed it, thread! The experience is only slightly painful, even less so than pulling your own hairs with a Tweezerman. Offering old style barbershop chairs to sit in, the techs prep your brow by removing any debris or makeup. They use thread in quick sweeping motions across your hairy area. If you are a pain fraidy cat, you can ask for a little numbing cream, something you can't use when waxing. The upper lip is slightly more painful, so the cream would be a thought for the stash you inherited from Grandma Leone. Threading is much less traumatizing to delicate facial skin, so if waxing isn't for you, this could be the spa-like hair removal experience you've been longing for. You partake in the experience by helping to hold just above your brow tightly, or by pressing your lips together like "muah" while mowing away your mustache. Once the process is complete, you are swabbed with a cucumber scented calming solution. The smell alone will take away the pains of the day or at least the slight tinge of having your hair removed.

Shobha has three locations throughout the city, the newest, Shobha Columbus Circle. I can admit that the décor is part of the sell. The Indian inspired interiors consist of Wenge like carved hard woods, cultural paintings, deep colors and loads of tapestries and textures. They offer water and tea, so no fear of dehydrating. There is never a wait, but if you had to kill five minutes they offer a variety of Shobha Brand products, as well as lines like Mama Mio, Red Flower and Sharps. My favorite line they carry is **SweetSpot Labs** intimate grooming on the go feminine wipes. They were an impulse buy on my first visit to Shobha, and yes this may be a little closer to me than you expected to get in an eyebrow story, but I love them. They feel and smell great, are perfect for sensitive types, and are great to keep in your handbag. How many times have you gone to the bathroom in public to be stuck with no TP? Don't let it happen again!

Shobha offers waxing, sugaring, henna tattooing, male specialties and a list of areas to de-fuzz that you might not have known you could grow hair on! You can book directly from their website using user-friendly drop down boxes and info forms. They really make it a 1-2-3 process that you can fit in quickly...and while you are on the site, you can pick up a few of your favorite products.

I always prefer to select a particular technician, Reshma, the wonder woman who styled my caterpillars into picture perfection for my wedding day. I didn't meet her right away; other women who kept me coming in performed much of my earlier threading. You're safe with whomever you sit with, but feel free to call the location and ask about the experience of the technician you are going to be scheduled with, they really do help to keep you happy and comfortable.

The price point is a bit higher than the threading shops you find scattered throughout the outer boroughs and second floors shops of midtown. What do you get for ten dollars more than you spend locally? Attention to detail, clean and well designed locations, and most importantly a knowledgeable and diverse staff who seem to have a good handle on catering to the harried New York City woman. When you sign up for their e-mail updates, they regularly send promotions and other notices such as percentages off, two-for deals and first time service specials.

Shobha delivers, so if I've raised your eyebrows, book yourself an appointment to groom up your arches!

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what do you have to say?  
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### THE PROFESSIONALS



### LINKS TO GOOD THINGS AND INCREASING DEBT

the science of shopping  
eight great eights for your  
thanksgiving plate  
greatest gifts...the ultimate  
holiday gift list

### OR CHAT?

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