

# Trendy Thursdays ~ Shobha Brows



Last year (right before Sept NY Fashion Week to be precise), I was introduced to threading and headed to a salon in Soho. Now, I had heard about threading and have seen various locations throughout the city. As much as I wanted to try it, some of the cramped spaces made me a little nervous so I was happy to go to the salon I was introduced to. Just the other day, a few beauty bloggers were tweeting back and forth asking about their favorite threading salon. I had heard of **Shobha** but to see so many people excited about it, to see the depth of services and then to see that they had multiple locations including one in Columbus Circle and one on Madison in the East 50's - I was hooked! I knew I had to head there this week and when Jessica in marketing reached out to invite me to stop in, I couldn't say no!

I headed to the Madison Ave location where they have been in the same building but changed floors and was shocked to see a wide, airy and colorful space! There were chairs for those that were doing services that you could definitely do in an open forum; however, they had private rooms for those that were more discreet. I thoroughly enjoyed having Manju not only tame my brows but to also ask how I'd like to have them and to also make suggestions! In addition, I love that the treatment began and ended with rose water which smelled great but also felt so natural. In fact, they have such a **depth of Shobha products** that were made by natural formulas created by Shobha Tummala (love that she's a fellow midwest girl, went to college in the midwest and is a Harvard Business Grad - hello) that are available during your sessions, for purchase and many products are also available in bulk so you'll find them in spades!

At the end of my session, I left with rocking brows that opened my eyes (even more than my previous spot!), Shobha Rosewater Freshening Cloths (both Manju and I used them to clean our hands prior to my threading and they were used to clean my eyebrow area prior to starting), Shobha Rosewater Calming Gel (which feels and smells phenomenal) and a Shobha Eyebrow Pencil for brunettes to fill in certain areas. I love trying new places and sharing with my readers of course, but I love when I have found a new home! With so many services (check out **sugaring**, the fact that men and women can go and its accessibility - this is definitely a must visit!