

#BrowsMatter: Shobha's Premier in DC!



I have an admission: I'm a brow virgin. That's right, I said it. Though I do tweeze my brows to keep them cleaned up, I've never actually waxed or done anything to my brows. But when I received a preview invite to check out **Shobha**, one of the top waxing salons in NYC that only recently debuted its first DC location, I jumped at the chance. Part of the luxurious evening of prosecco, small-bites, and mingling was free brow threading offered to attendees. I've always been worried with my blonde, sparse brows that over-treating them would make them disappear, so I recruited my good friend, coworker, and MAC makeup artist extraordinaire, [Jessica](#), to be my guinea pig. Keep reading for her review of her experience!

**Jess:**

"I've always been intrigued by the trend of threading, but wasn't ready to hand my brows over to the women wielding thread in the middle of the Pentagon City Mall. When Liz invited me to the event at Shobha, the acclaimed brow masters of NYC with media mentions in just about every beauty bible, I was thrilled. It had been awhile since I had had a wax at [BrowBeat Beauty](#), and I was overdue for a brow sculpt. I was a bit nervous, but my threader was so knowledgeable and sweet, she immediately put me at ease. I won't lie — the experience was just as uncomfortable and painful as waxing or tweezing (something the threader said would lessen with each visit), but I would absolutely go back again. My brows are well defined and more evened out. It was relatively quick, and any irritation died down within 20 minutes. The real test will be how long the results last..."

MAKEUP ARTIST TIP

Aside from routine sculpting from the pros, I recommend using an eyeshadow (+ angle brush) and clear brow gel to fill in brows. I love [E.L.F Studio Eyebrow Kit](#) and [MAC shadows](#) (Espresso for brunettes and Era for blondes) to amp up uneven or sparse brows. For a bolder look, outline brows with concealer a shade or two lighter than your skintone before filling them in. This acts as a subtle highlight and better defines your brows. Soon you'll be rocking some [Cara Delevingne-style](#) beauties."

Seriously guys, this girl knows her stuff — and I honestly think I may have to give Shobha a try! Plus, they have such a luscious line of wonderfully aromatic products for moisturizing, irritation appealing, and the like, and offer a full array of waxing services in addition to threading. Plus, the shop is just so charming with the bright color scheme and friendly service — definitely a great experience.

What's eyebrow threading you ask? Well, it's an alternative to waxing that originated in India hundreds of years ago. Basically, an esthetician grabs individual hairs between two pieces of thread and pulls them out in a sweeping motion (they sometimes just grab one hair at a time and move very quickly across the brow), creating a crisp, clean look without introducing any chemicals or wax. It's kind of like glorified tweezing, but can be done very quickly and effectively by a pro and is a great cost-effective alternative to waxing.