

Don't Be Brow Beaten By the Credit Crunch -- According to Experts the Power Brow is NOW.

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Everyone likes an update and we all love to be inspired and refreshed especially when times are tough. Recession inspires creativity – and according to Debra Robson-Lawrence “the power brow is symbolic of a new breed of power women who are fighting against the current climate of economic uncertainty, rising triumphant and strong and wanting to show it in how they look.” According to Debra, “it’s no coincidence that in the 1940’s war years the look was for strong, dark highly arched brows with scarlet red lips – hardly a look that reflected a country in crisis – far from it. Maybe the Power Brow is our way of sticking two fingers up at the credit crunch!”

The Power Brow certainly seems to continue to be the look du jour with the most fashion forward designers featuring heavy dark brows first popular in Autumn/Winter 08 on models with flawless, radiant skin. From Prada to Valentino and Chanel, all the designers have been going crazy for the power brow a la Ugly Betty! At PPQ’s Spring/Summer 09 show designer Amy Molyneaux wanted to achieve “a high power look, but something that would not overwhelm the young face.” The fashionista’s favourite look at the moment is to wear thick, heavy brows brushed upwards for maximum dramatic effect. Worn with pared down make-up, pale skin and simple but scrupulously tied back hair, the power brow has become the trademark look of fashion and beauty connoisseurs across the globe.

Back in the real world, where women look to the High Street for inspiration rather than Prada and Fendi, the power brow look is filtering through and it’s not just the fashion pack that are looking to achieve the thicker, heavier brow that is so now.

Debra Robson-Lawrence, the UK’s leading semi-permanent make-up artist and brow expert, has noticed a marked increase this season in the number of women asking her to create a fuller brow in line with the recent beauty trend. Although Debra’s signature style is extremely natural looking, with her finely tuned aesthetic eye and years of expertise (she has performed over 20,000 brow treatments) she is embracing the return to a more defined brow and has invaluable tips on ways to get (and how not to get) the power brow look.

“The advice I give is always dependant upon a person’s features, for example those best suited for the fuller brow look would have large eyes and plenty of space between the eye and the brow. Someone with fine, delicate features would be overpowered by a fuller brow so in that case we can tailor the look accordingly. With semi-permanent make-up we can create a slightly darker brow with more depth which is still in line with current trends but that doesn’t drown out the features. It’s an excellent way of updating your look instantly and can really awaken the face and bring the eyes to life, giving you that extra bit of sparkle!”

Those who have over-plucked brows will know only too well that there are limited options available – once the hair has been over-plucked it won’t grow back. Ouch! Pencilling in your eyebrows everyday is time consuming and tedious. Not to mention perilous – you run the risk of wearing your eyebrows on your sleeve during hot weather or steamy nights as perspiration causes make-up to run and you may have to face the embarrassing prospect of ending up brow-less half way through the day...or night.

Debra recommends having a semi-permanent brow treatment by a highly trained and reputable semi-permanent make-up artist, preferably someone who has been recommended by a friend or reliable source. Just because the brow has been over-plucked it doesn't mean that the modern shape is unachievable if you're in the right hands and one of Debra's treatments will not only leave you springing into 2009 with your own personalised take on the power brow but her deft use of colour will take ten years off you!

"The upper third of the face can be rejuvenated with a subtle repositioning of the angle of the arch and the lifting of the tail of the brow through the skilful use of semi-permanent make-up. Although it's harder to achieve the power brow look on more mature women as the brow muscle relaxes with age and the forehead lowers resulting in a dropped arch, we can add depth and definition to the brow and raise the arch to give an anti-ageing look which will instantly make you appear younger and which has the effect of opening up the whole face. Almost like an instant brow lift!"

For Further Information or to arrange an interview or treatment appointments, please contact:

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