

HD BROWS SHAPING THE WAY OF EYEBROW DEFINITION- The Story Behind its Success!

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With eyebrows embracing center stage in the current beauty market everyone seems fixated with having the perfect set of brows. There are many different methods and techniques to eyebrow shaping; each treatment claiming to be better than the next. Market leaders HD Brows are so much more than just a treatment; they are a complete brand concept and a totally new definition in eyebrow shaping.

So where did it all begin.....

The woman who is leading the way with the vogue and fascination of the HD Brow branded eyebrow shaping enhancement is Nilam Patel. The highly acclaimed Eyebrow Queen has not only mastered the art of eyebrow definition but has taken it to a new level of significance in a person's beauty regime.

"With 20 years of being creative and training in eyebrow tattooing and working with techniques such as waxing, threading and tinting people were always asking me to train them in producing the perfect brow shape. After seeing a gap in the market I decided to take all of the methods combined back to basics, blending traditional procedures with colour and enhancement to develop a formula and acquire the perfect eyebrow shape definition".

Nilam Patel, The Eyebrow Queen

Nilam used her skills and knowledge to develop the unique technique of eyebrow shaping by breaking the process down into vital stages and created the ideal formula essential to getting the perfect looks. Teamed with a strategic training course and products to compliment this 'eyebrow shaping experience' HD Brows was born!

The HD Brows Brand

HD Brows is essentially a popular 'High Definition' brow treatment and product... and the key to getting the True HD Brows Look! HD Brows was the first company globally to put a name to an eyebrow shaping experience using traditional methods including tinting, waxing, threading and tweezing as well as offering training and education teamed with a whole range of branded products.

The HD Brows look is not achieved by any one, single procedure - it is the combination of seven precision steps that in turn produce natural, sculptured looking brows. Every HD Brow Shaper that is educated further establishes the HD Brows producing the kind of service levels clients both want and expect. HD technicians are all qualified to use all 7 steps in getting the ultimate eyebrow shape and individual designs. This way each client can be assured that if they visit any HD Brow Shaper they will get a consistent experience, with exceptional and professional results.

As part of the HD Brow service each qualified technician will be able to analyse the client's face shape and gain different looks by working with size, colour, enhancement, shapes and textures creating the ultimate look after only a few sessions.

The company has thrived and now offers extensive training courses to beauticians from all over the world, with the treatment being used in a whole host of professional clinics and salons. The HD Brows training course is in demand with a current waiting list of just over 6 months for beauty technicians. Educators are currently looking at expanding to provide for the requirements in the beauty industry!

HD Brows a sought after brand.....

As countless celebrities show their flawless brow shapes off, more of us seem to want to own picture perfect eyebrows to dramatically enhance our own looks, and shape our own faces. HD Brows are renowned for setting eyebrow trends and have created the popular looks seen on many celebrity clients and personalities. Fans of the brand include Danni Minogue, Katie Price, The Saturday's, One Direction and stars of The X-Factor.

So what's next for HD Brows?

As the prominent Eyebrow Shaping brand HD Brows knows that it is paramount to stay at the forefront of the industry when it comes to the exclusivity of their style. Top educators continue to develop new elements to their techniques, creating new products to enhance eyebrow growth treatment and aftercare to add to the popularity of the ever growing brand. Watch this space for the latest secrets in unique eyebrow shaping as HD add new aspects to the next stages in High Definition brows!

For further information on HD Brows, Nilam Patel or to discuss press opportunities please contact:
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