



# Eyebrow Extensions

# 101

Learn the basics about this popular service—and decide if it's the right addition for you and your clients

By Phyl Baker

**Eyebrow extensions have hit the mainstream and are quickly becoming the talk of the town.** Many clients don't have full, perfect brows due to a variety of reasons: aging, chemotherapy, genetics, other health issues, hormones, over-tweezing, or trichotillomania (the compulsive urge to pull out one's hair). This lucrative service is the solution, as brow extensions can darken, define, and thicken existing brows. This new service may be the right fit for you and your clientele.

## **What are Eyebrow Extensions?**

Eyebrow extensions are applied using basically the same technique as lash extensions; the products are very similar. Eyebrow extensions are shorter, thinner, and straighter than lash extensions, although brows come in different natural colors, lengths, and thicknesses. If you already offer lashes, brows could be a great addition to your practice. With instruction and practice, experienced eyelash extension technicians already possess the basic skills required to perform this service.

The basic technique for eyebrow extensions is similar to applying eyelash extensions. The extensions are applied individually to each real eyebrow hair using a one-to-one application following the natural direction of growth. Color, shape, and style should be discussed at the initial consultation. The client must understand a reasonable and realistic outcome and have enough healthy hairs to produce

## Who should consider offering eyebrow extensions?

- Brow-shaping experts
- Estheticians and cosmetologists who have the three Ps: Patience, Perfectionism, and the willingness to Practice
- Eyelash-extension technicians
- Waxing specialists



## Candidates for Eyebrow Extensions

- Actors or other performers who wear stage or costume makeup. For a temporary application, use strip eyelash adhesive for ease of removal.
- Alopecia clients who still have some hair; it is advisable to get a doctor's permission.
- Anyone with over-tweezed eyebrows.
- Anyone who has light-colored, graying, thin brows.
- Anyone who wants darker, shapelier, or thicker brows.
- Chemo clients who are in the regrowing stage. You must use your best professional judgment; it's advisable to get the client's doctor's permission.
- Someone with a scar or bald spot, although there must be enough hairs nearby the area to help camouflage the sparseness.
- Trichotillomania clients. Eyebrow extensions may help remind them not to pull their eyebrow hairs out.

a nice shape and color. Brow extensions are available in different colors and lengths to best fit your client's needs. If necessary, your client's brows may be tinted to match the color of the extensions.

### Is It Right for Me?

If you are thinking about adding eyebrow extensions to your service menu, it is important that you or your salon technicians are also proficient in shaping, tweezing, and waxing eyebrows. Experience, along with an eye for balance and design, is critical to produce the final, professional result.

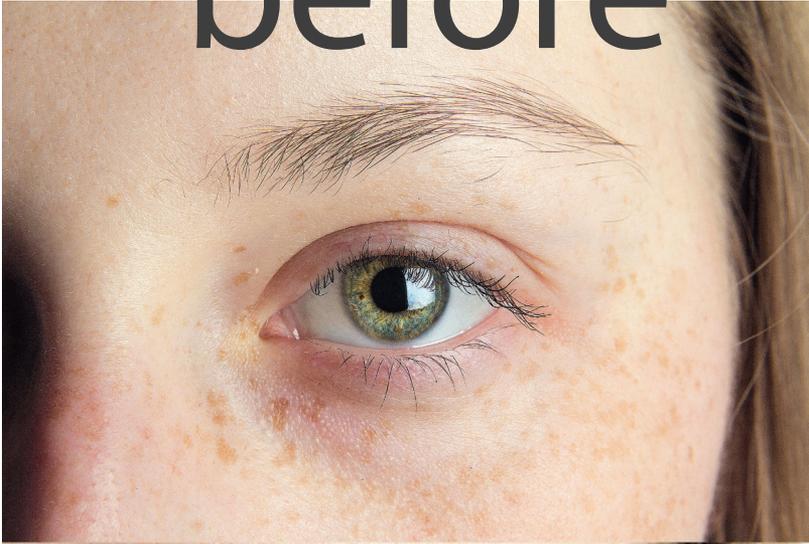
Additionally, performing and perfecting this service requires a tremendous amount of patience and dedication. The procedure is tedious, and you will spend a lot of time in a position hovering over the client's forehead. Depending on the number of extensions applied, an appointment can take anywhere from 30 minutes to three hours or more. Patience is mandatory.

Good eyesight and the use of magnification are also important. The hairs and synthetic extensions are tiny and are handled with precision-pointed tweezers and small implements to separate and isolate each individual eyebrow hair. Performing the application in such close proximity to your work will demand the ability to concentrate on small areas at a time. Technicians must be quite ambidextrous, because both hands use tools during the application.

### Is It Right for My Clients?

As with eyelash extensions, not all clients are candidates for this service because the extensions require healthy eyebrow hair on which to attach the extension with a special adhesive that cannot touch the skin. As with any new service or product, client evaluations and consultations are mandatory. Proficient eyebrow-extension technicians must be able to determine who is or is not a good candidate for this service.

# before



# after

## **What Can I Charge?**

Like eyelash extensions and acrylic nails, clients will need a refill every one to three weeks. It is a great ongoing service that can keep your clients returning week after week. Pricing is also similar to eyelashes but should be tailored to each person and the number of eyebrow extensions required. Hourly pricing is recommended. A median fee is approximately \$40–\$80 per hour (or more) but will depend on demographics, reputation, skill, etc. Some technicians will charge per eyebrow extension applied. Again, that fee will need to be determined by demographic, reputation, skill level, and speed.

## **Is It Difficult to Learn?**

Even the most skilled and experienced eyelash technicians will initially experience a slight learning curve, as natural eyebrow hairs grow much differently than eyelashes. Learning to position your hands to apply eyebrow extensions is quite different from eyelash application. Just look around and notice people's eyebrows. You will see that the hairs grow in many different directions and are various lengths and thicknesses. As you begin to observe different eyebrows, you will realize how many people—women and men—could benefit from this service! §

*Phyl Baker is an RN, licensed esthetician, and founder of NaturaLash. She has worked to train successful lash and brow technicians in the United States and around the world since 2005. Contact her at 800-644-1297 or visit [www.naturalash.com](http://www.naturalash.com).*

Licensed beauty professionals can find training opportunities for eyebrow extension application in the ASCP Continuing Education calendar at [www.ascpskincare.com](http://www.ascpskincare.com).