



9010 58<sup>th</sup> Drive East  
Suite 100  
Bradenton, FL 34202  
941-238-7778

Presented by Lora May Swart, C.M.E.

# How to Design Eyebrows

As our society is more and more into beautifying and enhancing facial features, our eyebrows should have some attention too. Eyebrows are an important factor in our facial features which give our face balance.

When shaping the eyebrows there are several categories to take into consideration. They are as follows:

- **Symmetry**- means Balance, ex. lips ( same shape, length & thickness), eyes (same shape, size, distance apart) etc.
- **Facial Zones**- horizontal measurements of your face, look at the features in each zone
  1. Upper- hairline to just below the eyebrow at beginning point of the eyebrow (forehead & eyebrows)
  2. Middle- Just below the eyebrow at its beginning point to the base of the nose (eyes & nose)
  3. Lower- Base of the nose to the bottom of the chin (lips & chin)
- **Face Shapes**- Oval, Long, Square, Round, Heart, Inverted Triangle, Diamond, Pear, & Hexagon
- **Eye Set**- Use a ruler. Place at the edge of your nose vertically toward your eye. look at the inner eye.
  1. If it is **inside** the ruler, eyes are close-set
  2. If it is **outside** the ruler, eyes are wide-set
  3. If directly **in line**, eyes are well-set
- **Nose & Lip Proportion**-  
Lips- Hold a ruler from the outer edge of the iris vertically down toward the corner of the mouth
  1. If it is **inside** the line, lips may be narrow
  2. If it is **outside** the line, lips may be wideNose-The width of the nose should be  $\frac{1}{2}$  the length of the lips
  1. If more than  $\frac{1}{2}$ , the base of the nose is wide **or** the lips are narrow **or both**

Next there are **ten** facial features to assess to optimize your eyebrows.

They are as follows:

1. Eye set
2. Eye size and orientation- small, medium or large/almond-shaped, even, or drooping eyes
3. Nose- thin, wide, small point at the tip, ball-shaped tip, downward nostrils, upward size (small, medium large), bridge width (wide, medium, or narrow),

- bridge length (long, medium, short),
  - bridge traits (hook, bump, gentle slope or upward turn),
  - base of the nose (wide, medium or narrow),
  - tip of nose (pointy, ball-shaped or other),
  - nostrils (frontal, nonsmiling glance)
4. Lips-
    - size of the lips (thin, medium, full)
    - upper lip smaller than lower lip
    - Are the lips in proportion to the width of the base of the nose?
    - Are the lips in proportion with the width of the eyes?
  5. Forehead- To assess pull the hair back away from the face. Usually the hairstyle is based on the forehead
    - Forehead breadth- (narrow, medium or prominent)
    - Hairline shape- horizontal from ear to ear, rounded, pointed or oval
    - Widow's Peak
  6. Chin-
    - Depth- (receding, protruding, or in line with the jaw)
    - Shape- (pointed, rounded, flat or other)
  7. Hairstyle- Look at color, style, and length
    - How does the hairstyle complement the overall style?
    - Is the hairstyle complimentary to the face shape and dimensions?
    - Is the brow shape and thickness consistent with hair color and style?
    - Is the hair frequently worn back?
    - Length of hair- (short, medium or long)
    - Straight, wavy or curly
    - Bangs
  8. Age- A younger person will be much different than an older person. Young people can wear the latest "fad" and still look beautiful. Older clients will have the best results if they use their features, age and style for the optimal eyebrow. As we age our skin pulls downward. You would want to have a higher ending point than your beginning point.
    - Know the age or approximate
    - Signs of aging around the eyes- (minimal or wrinkling)
    - Gray hairs in the eyebrow
    - Eyebrows been colored
    - Can the client grow brow hairs where needed
  9. Overall style-Take into consideration of the persons personality,
    - Conservative
    - Artistic
    - Flamboyant and extravagant
    - Relaxed and carefree
    - Intense or Type A
    - Demure
    - Natural
    - Many, Many more

10. Overall feature size- When considering thickness this is the main feature to look at. Rule is to stay with the same size to best complement the eyebrows for the balance that we are looking for.

And finally rules can be broken, especially by young people. Youthfulness can conceal flaws and errors. Each person has a look that they want to send out.

Reference:

Victoria Bush. How to Create the Perfect Eyebrow, Thomson, Delmar Learning, 2004.

## **Eyebrow Tips**

Eyebrows should **grow** upward & outward

You can **color** your brows with an eyebrow pencil, powder, tint or permanent make-up

Trim the **Length**- for unkempt, curly or long brows

Comb your brows with a brow brush. If they stay within the brow line they do not need trimming. If brows need trimming, hold the brows upward in the comb and trim approximately 3 mm above brow line. It is better to cut too little than too much, otherwise your brows will "stand up".

Proper Eyebrow **Placement**:

**Beginning point** of eyebrow:

Take a ruler vertically from the inner corner of eye up toward the eyebrow. This is where the eyebrow should start. There are techniques to make cosmetic changes such as extending past the start of shorten the start.

**The Arch**:

This is the high point of the eyebrow. If brow hairs look flat due to sparse hairs, you can fill in with a color to give the appearance of a higher arch. There is no rule with the location of the arch. Professional say that the arch should be directly above the outer rim of the iris. The arch is usually at 2/3 of the length of the eyebrow.

**Ending Point**: Rarely changes. Take a ruler at the base of the nose, hold diagonally to the outer corner of the eye and extend it past the brow. The ending point is where the ruler intersects with the brow. This prevents the brows from appearing too long or too short. As women age the hairs at the ending point become more sparse or non-existent.

**Enhancing/Limiting Facial features**:

**Nose**:

If the brow is not extended or flat eyebrows (no arch) or Too thick/too thin the focus will be on the nose

Round tip nose - you want a dominant arch

**Forehead**:

To widen- you want flat eyebrows or a minimal arch  
For a wide forehead- Arch at 1/2 way point of the length of the eyebrow  
Round shaped face- medium to high arch, this will help lengthen the face  
Narrow forehead- Arch at 2/3 point

**Eyes:**

Small eyes- You want a thinner brow  
Large eyes- You want medium to large brows  
Drooping eyes- You want the ending point left open

## How to design your eyebrows

**Midline:** Run a line down the center of your face  
look at the features. Are they balanced?

**Facial Zones:** Run a line across your face

1. Upper- hairline to just below the eyebrow at beginning point of the eyebrow (forehead & eyebrows)
2. Middle- Just below the eyebrow at its beginning point to the base of the nose (eyes & nose)
3. Lower- Base of the nose to the bottom of the chin (lips & chin)

**Eye Set:**

Use a ruler. Place at the edge of your nose vertically toward your eye.  
look at the inner eye.

If it is **inside** the ruler, eyes are close-set

If it is **outside** the ruler, eyes are wide-set

If directly **in line**, eyes are well-set

**Nose & Lip Proportion-**

Nose-The width of the nose should be 1/2 the length of the lips

If more than 1/2 , the base of the nose is wide **or** the lips are narrow **or both**

Lips- Hold a ruler from the outer edge of the iris vertically down toward the corner of the mouth

If it is **inside** the line, lips may be narrow

If it is **outside** the line, lips may be wide

Trim the **Length**- for unkempt, curly or long brows

Comb your brows with a brow brush. If they stay within the brow line they do not need trimming. If brows need trimming, hold the brows upward in the comb and trim approximately 3 mm above brow line. It is better to cut too little than too much, otherwise your brows will "stand up".

Proper Eyebrow **Placement:**

**Beginning point** of eyebrow:

Take a ruler vertically from the inner corner of eye up toward the eyebrow. This is where the eyebrow should start. There are techniques to make cosmetic changes such as extending past the start or shorten the start.

**The Arch:**

This is the high point of the eyebrow. If brow hairs look flat due to sparse hairs, you can fill in with a color to give the appearance of a higher arch. There is no rule with the location of the arch. Professionals say that the arch should be directly above the outer rim of the iris. The arch is usually at  $\frac{2}{3}$  of the length of the eyebrow.

**Ending Point:** Rarely changes. Take a ruler at the base of the nose, hold diagonally to the outer corner of the eye and extend it past the brow. The ending point is where the ruler intersects with the brow. This prevents the brows from appearing too long or too short. As women age the hairs at the ending point become more sparse or non-existent.