

CHEAT SHEET

THE NEW CONTOURING



It started with K-Dash's warpaint-wearing selfies that proved the power of a defined cheekbone. Then came strobing—teaching us to accentuate (rather than fabricate) our features using shimmery highlighters. Now, there's an even more inconspicuous way to create the illusion of a slimmer, longer face—enter brow contouring. Benefit Cosmetics' International Brow Expert, Jared Bailey, shows Cosmo how to make brows work in your favor.

BROW MAPPING



1 THE START There are three key portions to every brow. To find your starting measurement, place a thin makeup brush in the groove of your nose and align it vertically against the side of your inner eyeball. This should be the start of your eyebrow, which creates a slimming effect.



2 THE ARCH Move the brush diagonally across the center of the iris. This is where your brow arch should be at its highest. If you have a really long face, this will make the space between the arch and the end of the brow shorter, softening your features and rounding your face.



3 THE TAIL Place the brush against the outside of your nose and align the brush with the outer corner of your eye—this is where the brow should end. If you have a round face, this will lengthen the area between the arch and tail, creating the illusion of a longer, more oval face shape.

IF YOUR BROWS ARE...



Ever Bilena Advance Eye Brow Kit, P200.

Benefit Gimme Brow in Light/Medium, P1,300.

Maybelline Fashion Brow Palette, P299.

SPARSE Apply wax-based product, then layer powder on top. Wax will adhere to skin and powder will stick to the wax. Top with a micro-fiber brow mascara for added volume.



K-Palette 2Way Eyebrow Pencil in Grayish Brown, P795.

Eye of Horus Ultimate Brow Define in Dynasty (Medium Brown), P950.

Benefit Instant Brow in Medium, P1,100.

PATCHY Fill in missing patches of hair (like from scars) with a sharp brow pencil. Pencils allow for better precision and detail so drawn-on 'hairs' look more natural.



NYX Eyebrow Gel in Espresso, P460.

Pixi Endless Brow Gel Pen in Light, P590.

BURLY Brow gels and mascaras are great for taming a cowlick or for smoothing unruly, long hairs.

WISE UP TO WAXING

When lying down for a traditional wax, your face is distorted because gravity is pulling your skin downward. The technician shapes brows according to this stretched out face, which leads to mishaps. It's important to sit up when getting waxed so brows can be shaped as they sit naturally on the face. **Benefit Brow Bar** shapes eyebrows from the bottom to the top since bottom hairs are more coarse and heavy. Removing just a few rows of those lower hairs creates a clean, defined shape with a higher sitting and fuller brow.

(TEXT) MERIAM AHARI, (PHOTOS) SHAIIRA LUNA, (JARED BAILEY HEADSHOT) COURTESY OF BENEFIT, (STILLS) COURTESY OF RESPECTIVE BRANDS.