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Brow business shaping up

Demand growing for specialists focusing on eyes

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BY CHERYL V. JACKSON Business Reporter



Buzz for Rashida Balogun's 18-month-old brow grooming studio -- the only one in Chicago -- is so good, it operates with an unlisted telephone number and without a sign on the building announcing its presence. (It's on the third floor of 1471 N. Milwaukee.) The better to avoid disturbing the fifty bucks-per-session-paying customers, says the owner, known professionally as "Rashida B."

Her business (*thebspotchicago.com*) is among those cashing in on the focus on eyes:

Trained as an aesthetician to give facials and body waxes, Rashida B., 34, didn't want to provide all services. "No one is very good at all of those things," she said.

Her strength, she knew, was in brow shaping. Soon, helped with mentions in Daily Candy, Lucky and Vogue, her shop had 500 clients.

A one-woman show

An initial tweezing session costs \$50 and typically is about 20 minutes long. Follow-up sessions, within two months, are \$40 each.

A one-woman show, she recently added a \$125 brow sculpt service, which teaches clients how to apply brow powder. Sessions are by appointment only.

"My type of client, they're really, really discerning when it comes to their brows," she said.