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### Brows Etc

#### Finding your perfect arch

I'm not ashamed to say that when it comes to my eyebrows, I'm obsessed. Rightly so, after all, perfect (or not-so-perfect) brows really can make or break one's look. Thankfully, my search for the ideal arch ended at the talented hands of brow master Rashida Balogun, the founder of Brows, Etc.

Upon entering Sole Nail Lounge (home to Brows, Etc.), Rashida's station is set up in a comfortable corner with great light - of course! She begins with a consultation, showing clients a variety of brow shapes to suit their face. Rashida offers up a look book filled with pictures of famous people and their famously fabulous brows. To assure a love match, she analyzes the shapes of her clients' faces and pairs them with brows they'll adore. Trust us, Rashida knows the correct brow for any face. After a quick chat about what would best suit me and the application of a numbing toner (to minimize plucking discomfort), she began expertly shaping and tweezing. After the shaping is complete, Rashida concludes each visit with custom cream that reduces redness. In my case, the visit took less than thirty minutes and as a bonafide brow fanatic, the finished left me floored...my brows looked fantastic! Rashida recommends that clients return every three weeks for proper brow maintenance.

In addition to her passion for plucking, Rashida is also a makeup master. In fact, Brows, Etc. is one of the only Chicago spots to offer airbrush makeup application, a flawless, alternative to typical foundation. If you've been lucky enough to attend one of the exclusive events featuring Rashida's talents, you know what we mean. If you haven't seen Rashida in action, not to worry, your luck may be changing. Brows, Etc. is now doing bridal parties and making house calls.

