



By Victoria Hall 14 April 2016



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Unfortunately, not everyone is blessed with brows like Cara Delevingne and Lily Collins. While drawing them on every day works for some people, others want a longer-lasting result. For years, semi-permanent tattoos and hair transplants have been the two solutions on offer. There are pros and cons to both treatments (fuller, bolder brows, but with a price of painful procedures and at times unnatural-looking results).

Enter microblading, a new semi-permanent technique that is promising to revolutionise our approach to brows. It's already taken the US by storm, but will it have the same effect in the UK? And is it any different to traditional eyebrow-tattooing?

What is eyebrow microblading?

Microblading is a semi-permanent brow treatment. "It is perfect for replenishing lifeless, sparse or over-plucked brows, or for simply breathing life into lacklustre arches," says Priya Kerai, the brow expert at Browhaus. "It's also a great treatment if you're experiencing hair loss or have been through chemo." The effects are expected to last between three and six months.

How does it work?

Instead of a tattoo gun, "a pen is used to draw on individual strokes, which mimic real brow hairs to create a natural-looking finish," says Jaimineey Patel, the head therapist at Blink Brow Bar. "The treatment is almost pain-free, but a numbing cream is used on the area."

What are the benefits?

"The results lasts longer than more traditional treatments," says Kerai. The pen also offers a more realistic finish as the strokes are thicker and bolder at the root and taper off to the tip like a natural hair would.

Where to go...

The treatment: Browhaus' Brow Resurrection treatment, £550, is the UK equivalent of microblading and the technicians are specially trained to offer a bespoke service to ensure your new brows perfectly frame your face.

The expert: Karen Betts is the go-to expert on Harley Street for semi-permanent make-up. Betts and her team of experts can transform the sparsest of brows into something truly spectacular. For more information, visit karenbetts.co.uk.

The one-to-watch: Blink Brow Bar will be offering its own take on the microblading treatment later this year, so stay tuned...
