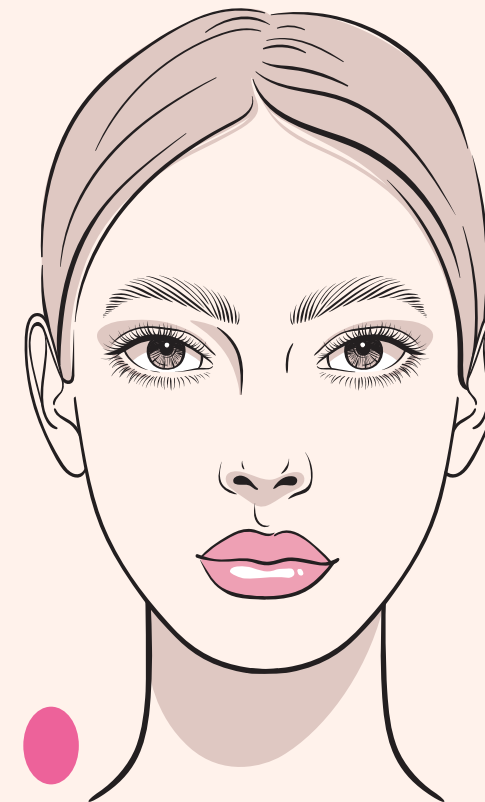
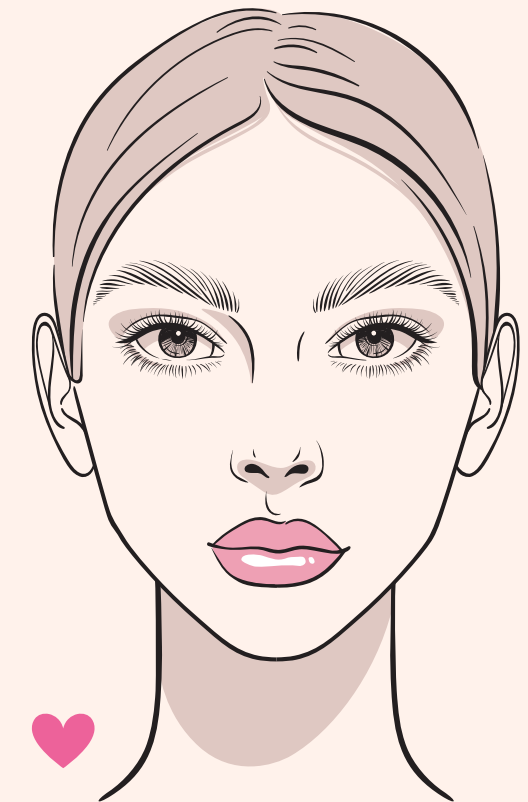


Chella[®] PRO

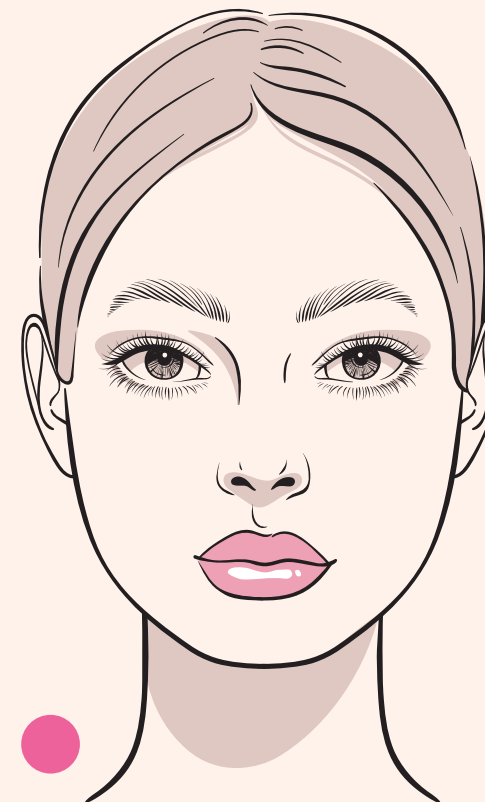
the perfect arch
for every face



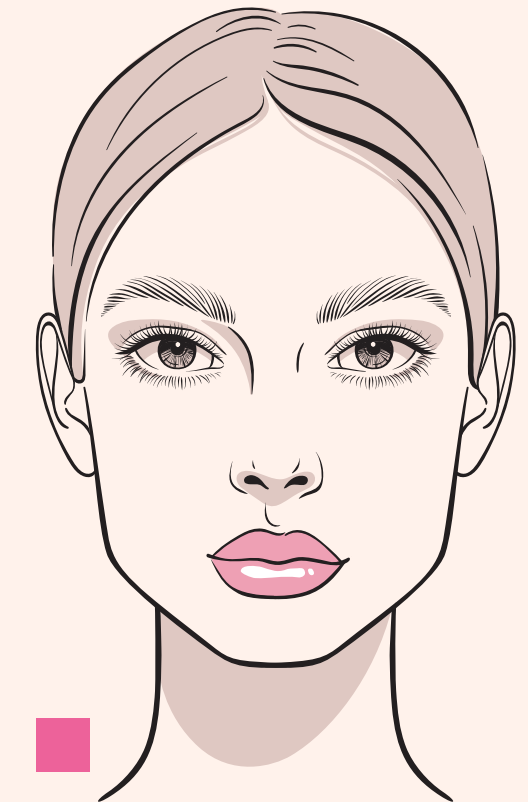
OVAL



HEART



ROUND



SQUARE

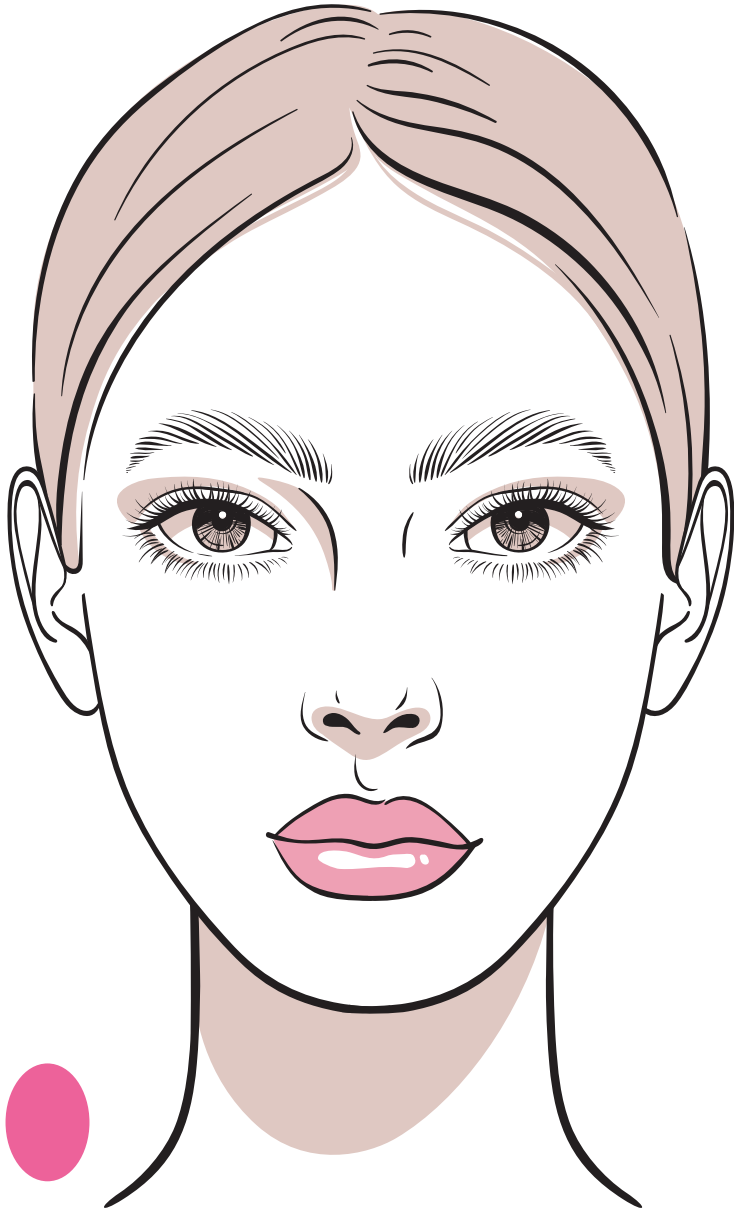


brows set the tone

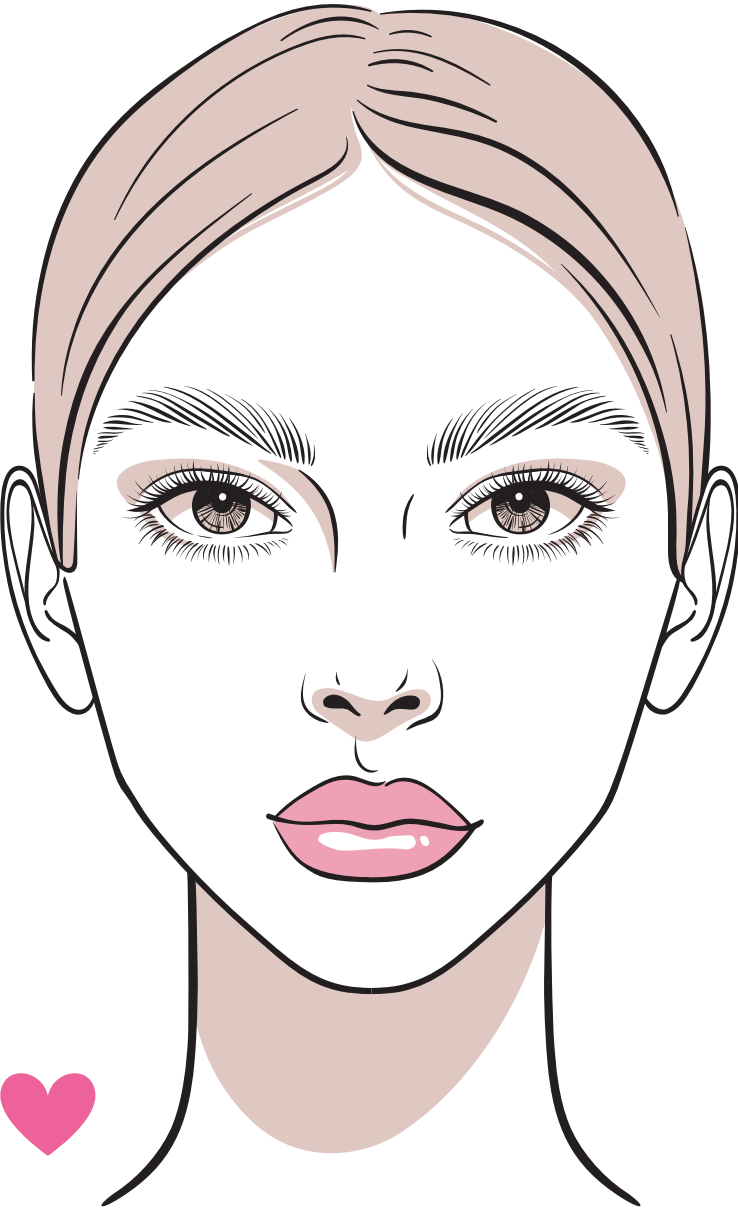
The human eye uses the eyebrow as an anchor point for the rest of the face. This is why a woman can look truly stunning without any makeup but perfectly shaped, full eyebrows.

-Anastasia

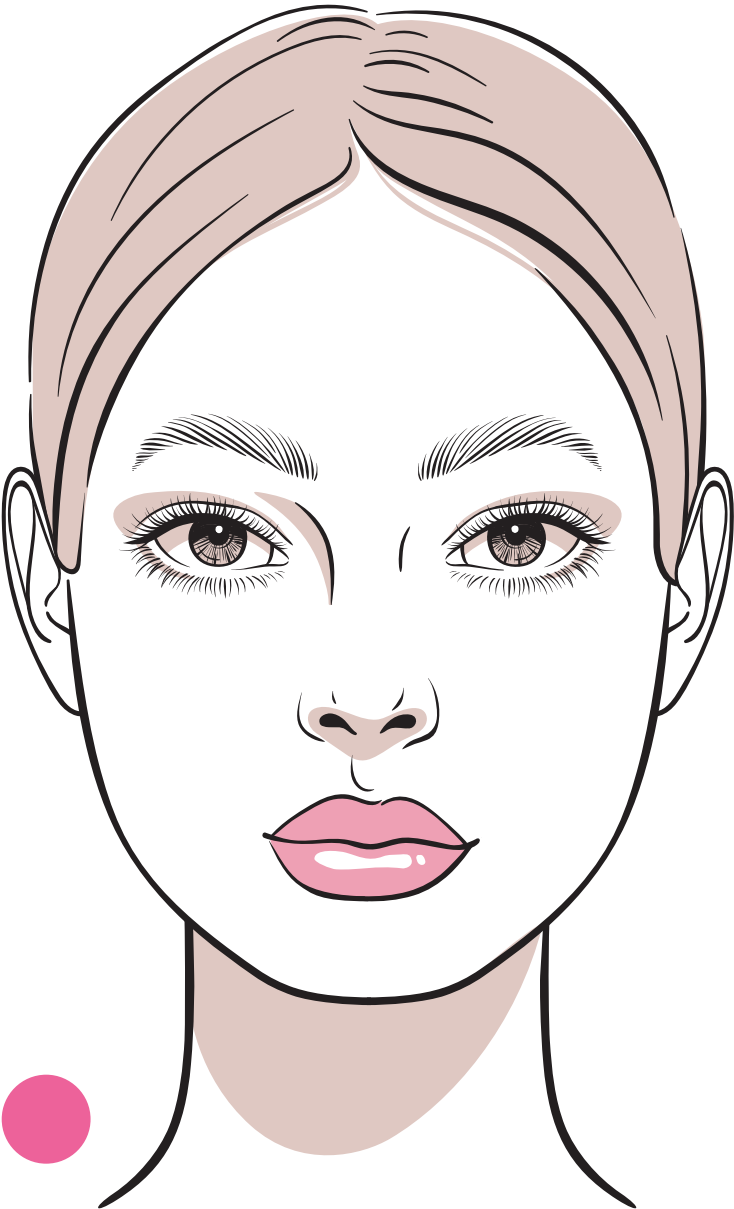
face shapes



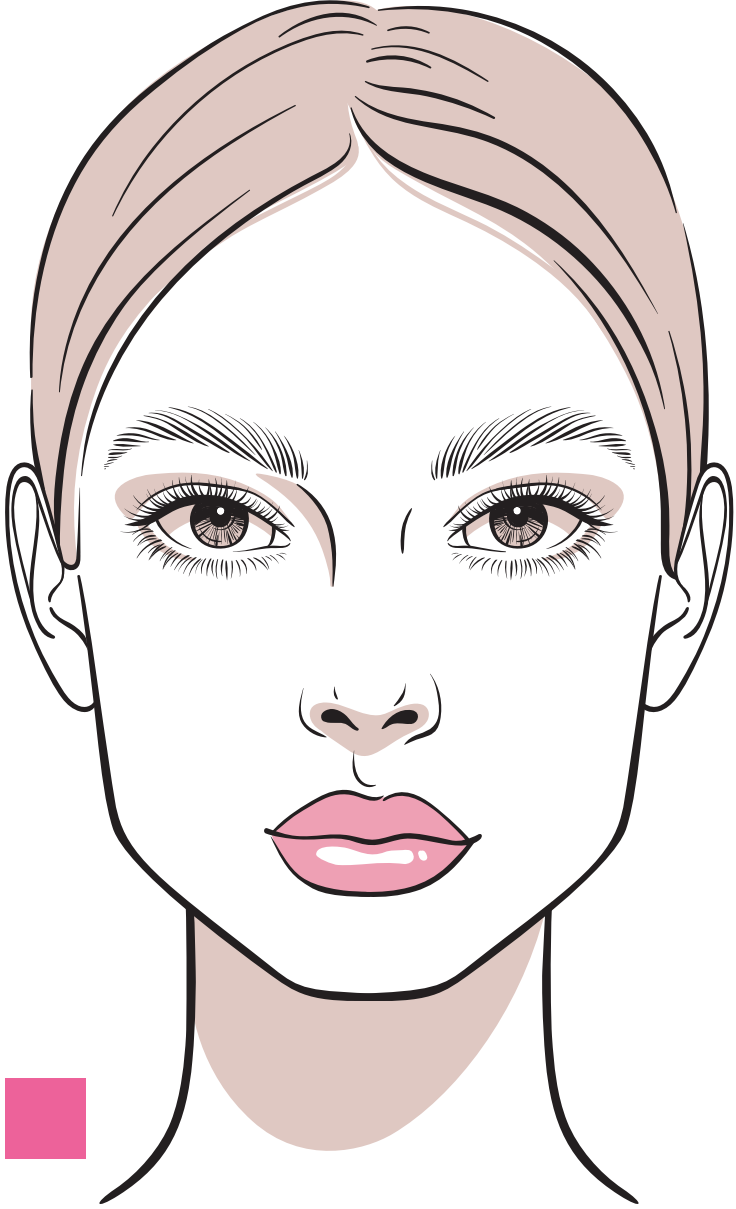
OVAL



HEART



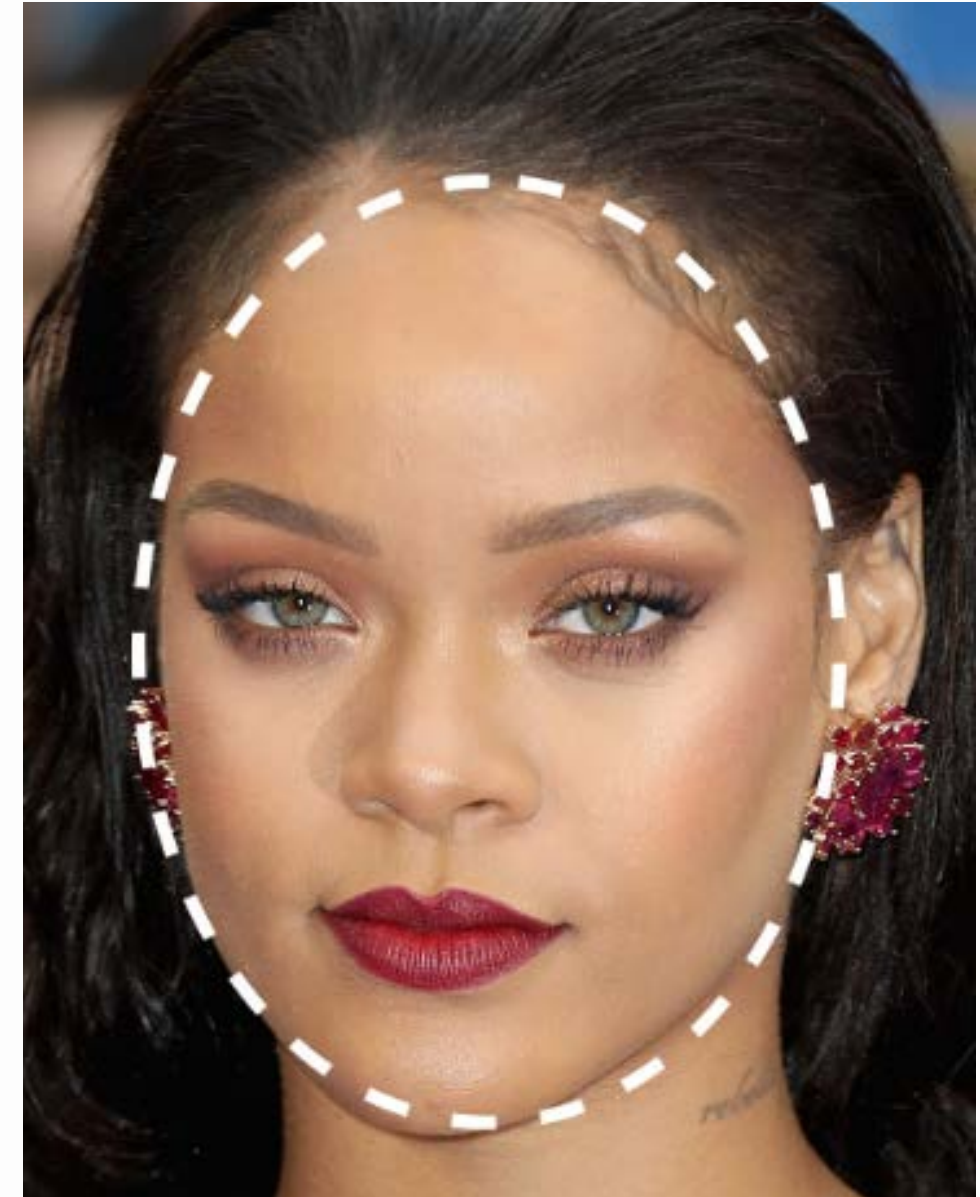
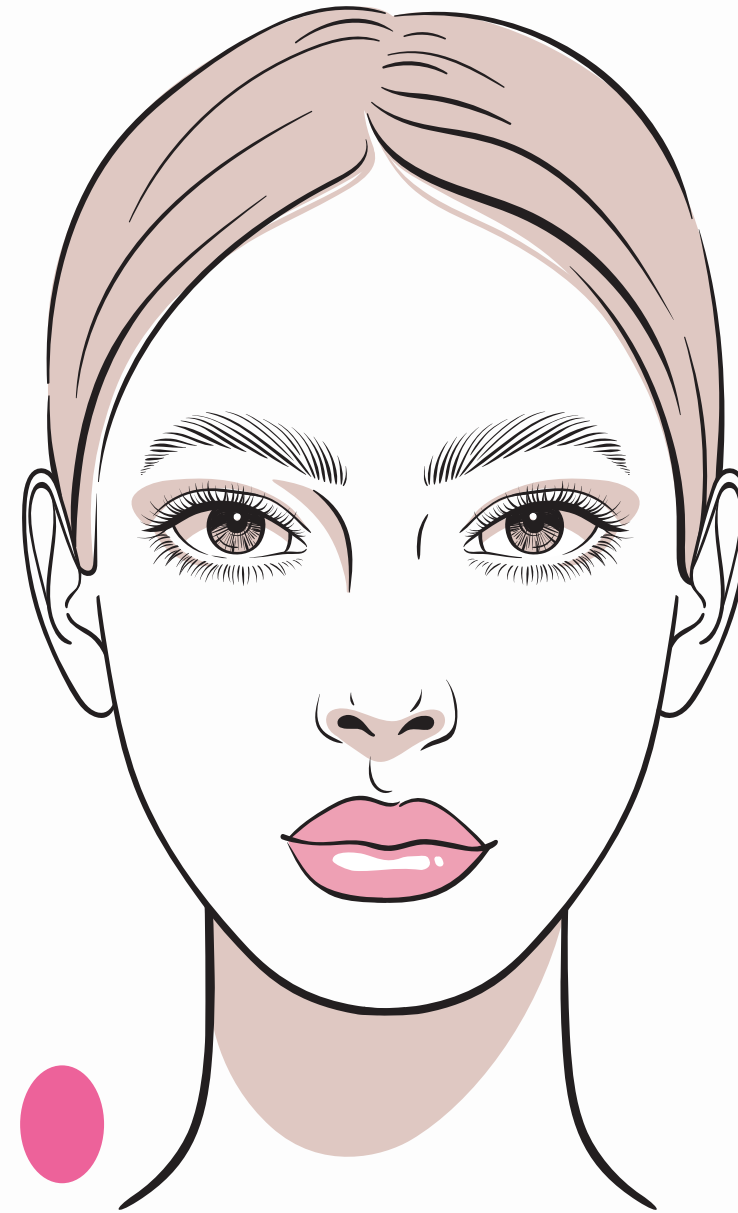
ROUND



SQUARE

oval

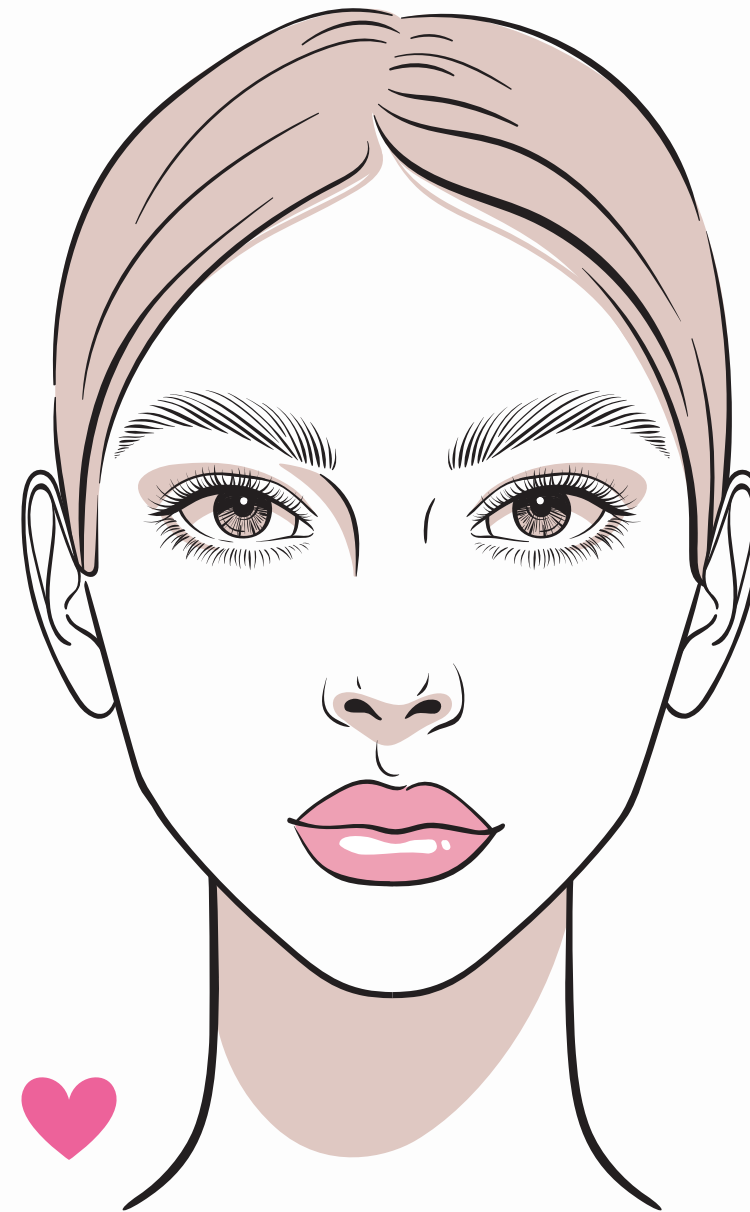
Oval faces tend to have a longer distance from forehead to chin than they do from cheek to cheek. Oval is the most common and ideal face shape.



Oval Faces would have a straighter eyebrow shape with very little arch. Try to stay away from an exaggerated eyebrow arch as it may create a “surprised” look on an oval face.

heart

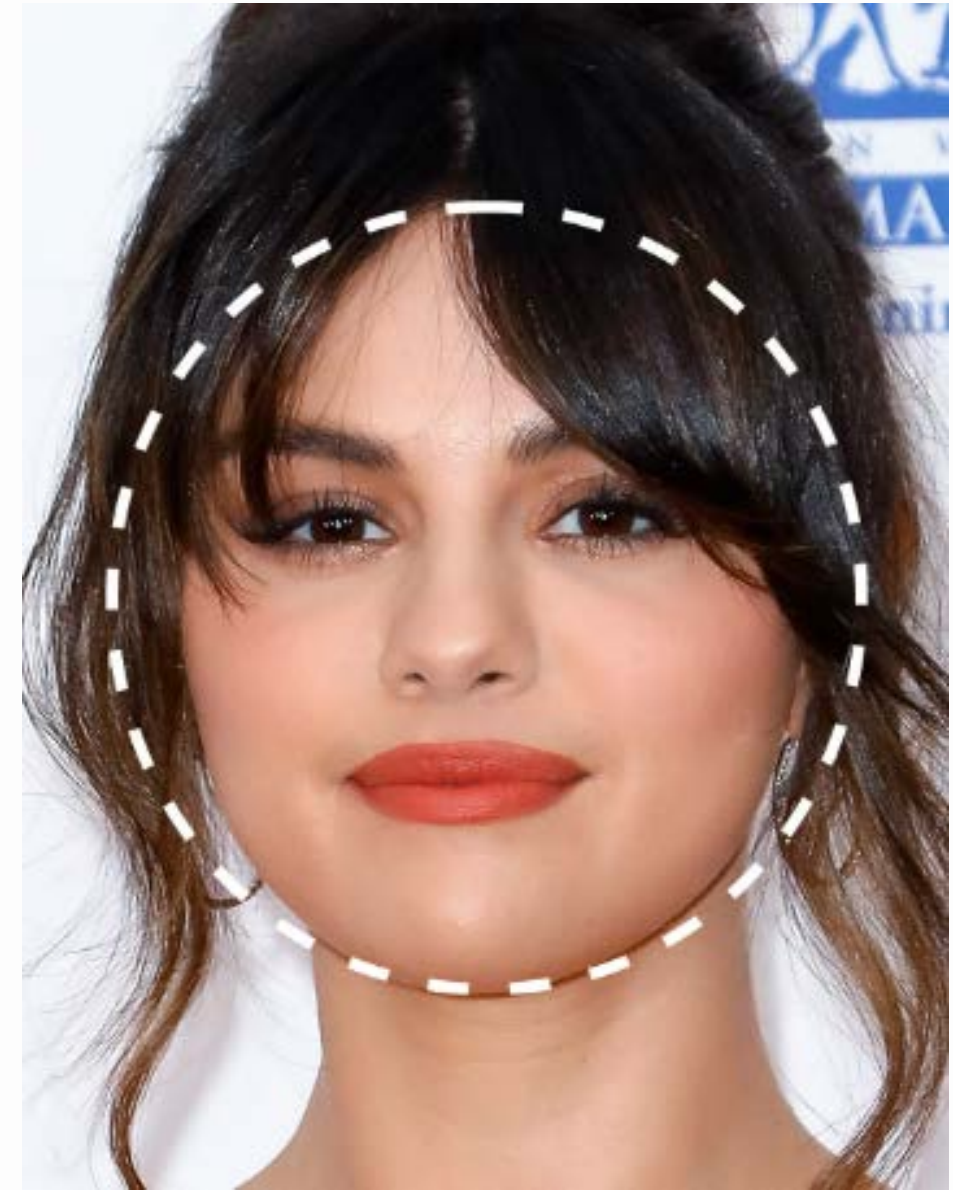
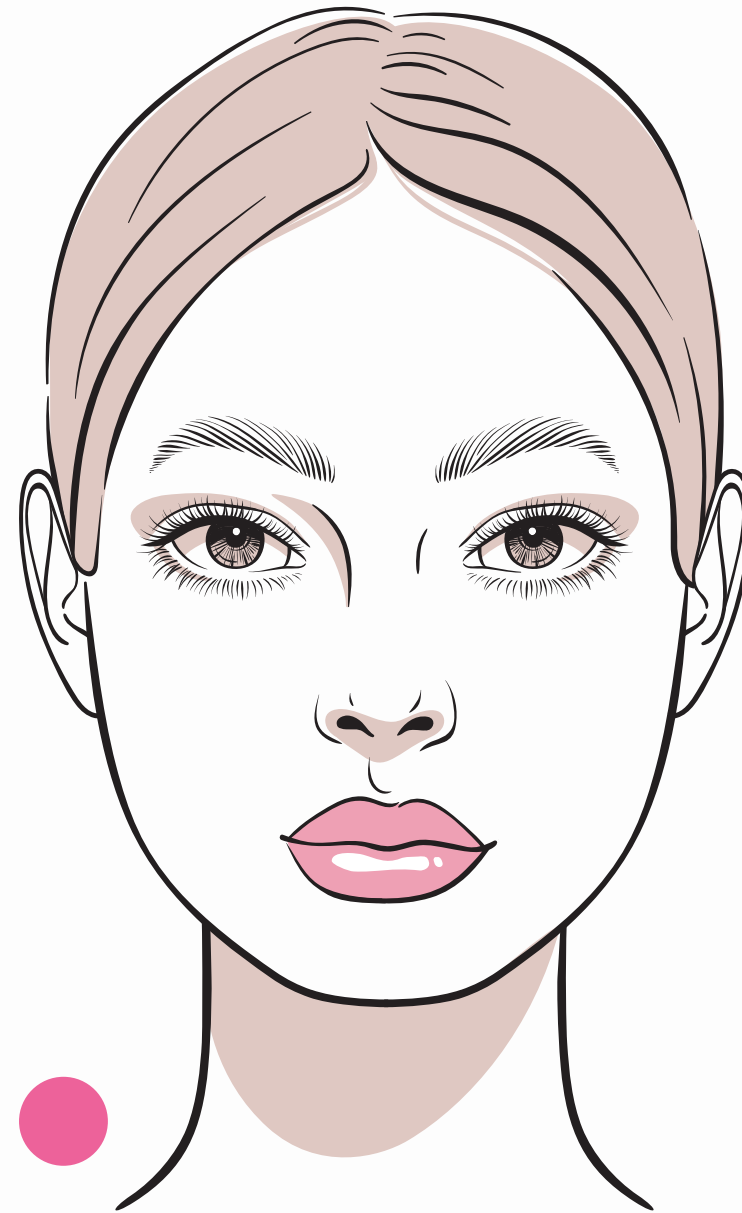
Heart shaped faces are wider from temple to temple and then narrow into a pointed chin. Heart shaped face is a very feminine face shape.



Heart shaped face has a more pointed, defined chin and you should attempt to balance that with soft rounded eyebrows. This will actually pull the focus up from the chin to the eye.

round

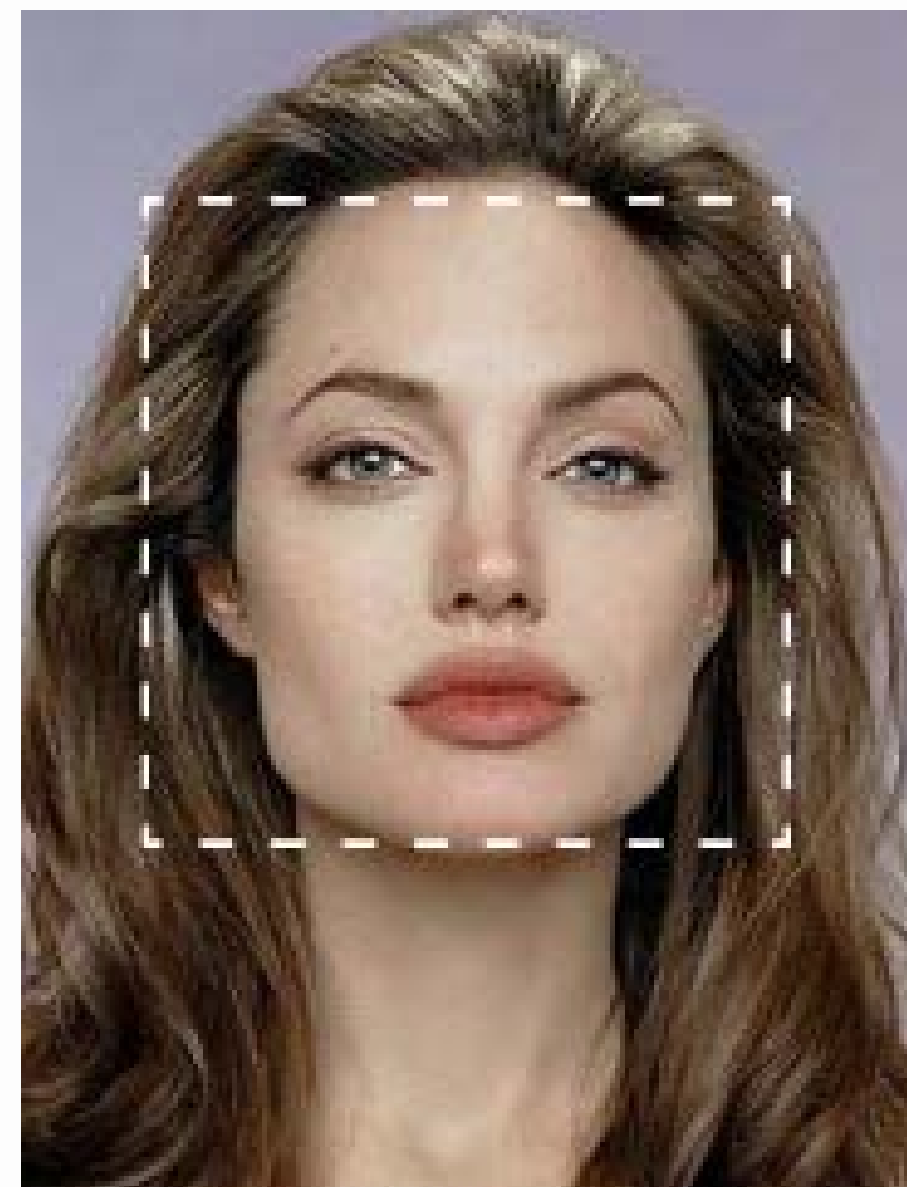
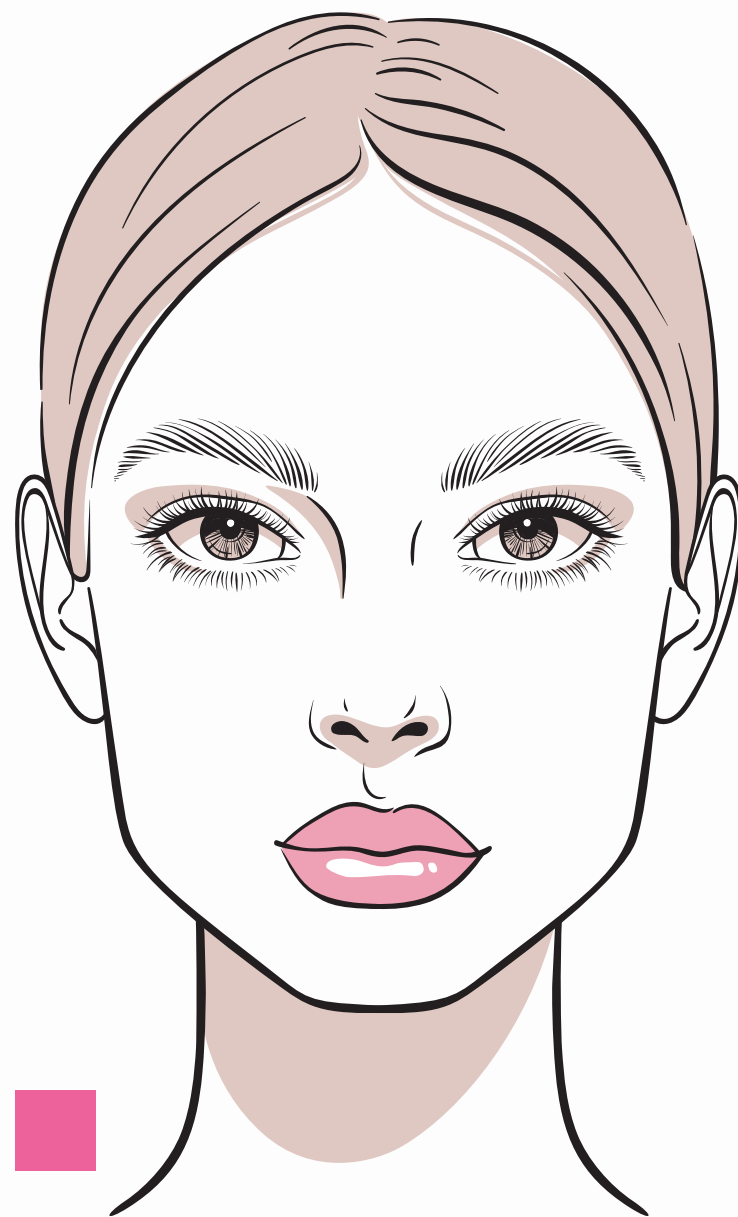
Round shaped faces are equal distance from forehead to chin as they are from cheek to cheek. Round faces stay looking youthful the longest.



Round shaped faces should try to mirror the roundness in the arch and avoid a straight or barely curved arch. A strong arched eyebrow will help to elongate the look of the face and add another angle to the face.

square

Square faces are the same distance from temple to temple as they are from cheek to cheek. Square faces are very strong and angular; this is a great face shape for models.



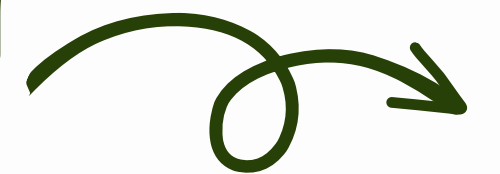
Square shaped faces should have a soft angled or curved eyebrow to soften the lines of the face. Avoid a flat eyebrow which may create an even more pronounced square look to the face.

brows are sisters not twins

While our brows aren't twins, we can get them close to each other and make them look like sisters. Brow mapping is an easy way to achieve this, let's go!



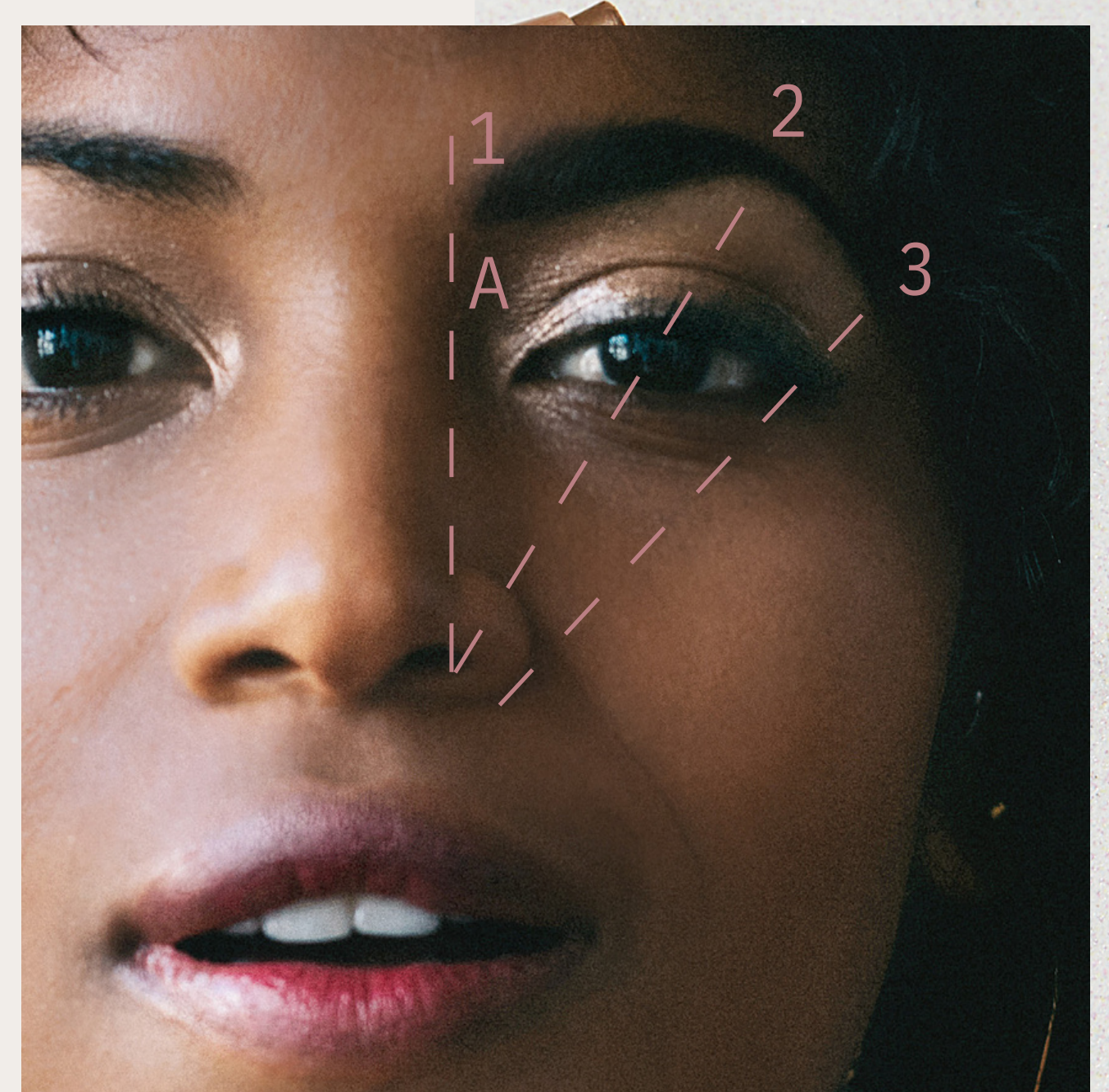
brow mapping



brow mapping

Grab your Chella Eyebrow Pencil in a shade darker than your client to map the brows.

1. Find where your brow should begin! To do so, line up the pencil from the middle of your nostril to the inside corner of your eye and make a mark.
2. To find your arch, look straight ahead, line up the pencil from the middle of your nostril, go straight through your pupil, and make a mark!
3. Now you need to know where your brow ends, so you must line up the pencil from the corner of your nose to the outside corner of your eye and then make a mark.



brow mapping

4. Now for the fun part! Using your Chella Eyebrow Pencil and connect point 1, 2, and 3 (as shown in the diagram). Depending on your style, draw a line from point 1 to point A to determine how thick you want your brows.

5. Finally, connect point A to point 3 and you've got yourself a perfectly mapped brow!

Now you can groom around your map in services or teach your client how to map for when they fill in their brows with at home.

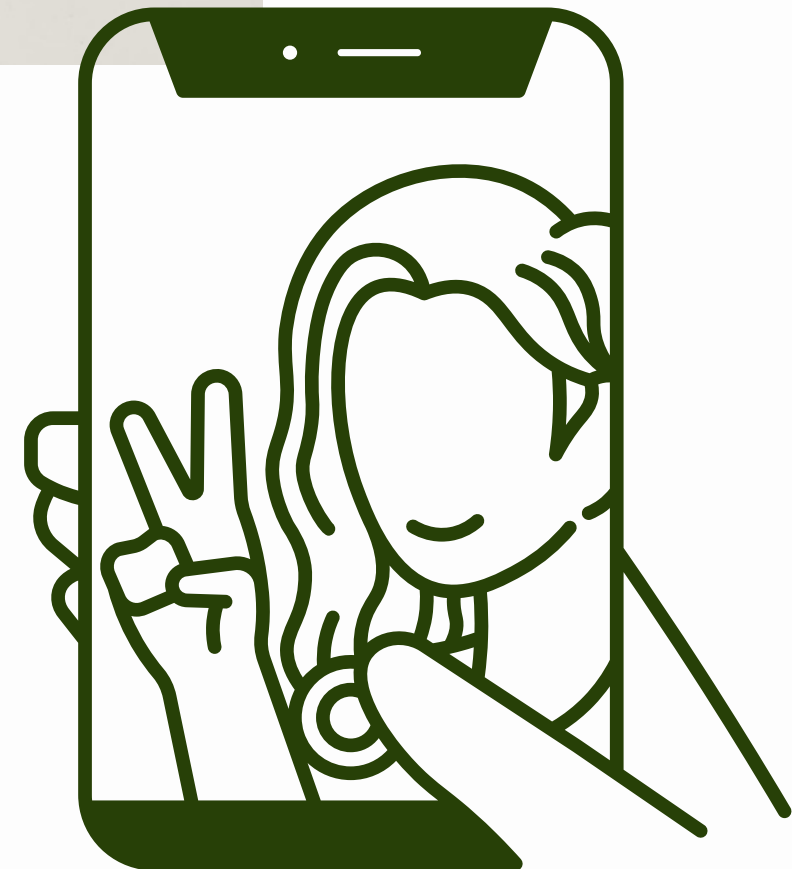
CHELLA PRO TIP: Use your lips as a guide to determine your optimal brow thickness. If you have thin to medium lips, draw on thin to medium brow thickness. For those with fuller lips, try going for thicker brows!



now you're ready, lets see your brows



Post on Social Media and tag @ChellaBeauty and @ChellaPro to show off your brows!



what face shape
are you?

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