

Grooming

The Case for Bushy Eyebrows (And Unibrows Too!)

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an hour ago



2017 has embraced the big brow. Here's how to grow them out—and groom them, too.

Tell your **eyebrows** you love them. Go consult your workplace bathroom mirror, activate the camera feature on your smartphone, or gaze into a shard of broken glass on the street—find a way look at your brows, and offer them words of encouragement. You are perfect to me. I love you just the way you are. Any affirmation will do.

These words will comfort them, because up until now, men's eyebrows have been poked, plucked, and forced into submission by their rude and terrible owners. (That's you.) No longer is this the case. We are living in the Golden Age of Brow Acceptance—a place where a unibrowed man can be both a celebrated member of society and a successful athlete with very specific branding. A place where Max Minghella, a British actor with a face that is almost literally 10% eyebrow, can safely appear on a critically-acclaimed Hulu series without the media chastising him for his unruly caterpillars. This is 2017, and it's OK to love your eyebrows. Men's eyebrows are currently having a full-blown Renaissance. What a time to be alive!

If you're wont to ignore any and all **grooming advice**, please click out of this window, because it's coming right now: Free brow love is not an excuse to ditch product. This is GQ grooming, after all. If you want to get the most out of your brows, fantastic. Heed this:

1. Don't pluck. Never. Ever. Pluck. Your. Brows. Am I making myself crystalline clear? There's an old adage about how plucking your hair causes it to grow back thicker and more plentifully, which is half-true in that it's not arbitrary. Rather, plucking funks with the growth patterns of your hair,

which stymies new hairs from popping up and might cause them to appear in random places. If you've got one random long eyebrow hair, ask your barber to trim it carefully. Otherwise, leave it be. It adds drama and flair.

2. Invest in a brow gel. Just like the hair on your head, the hair on your forehead is liable to coagulate, curl, and basically do whatever you don't want it to do. Want **Max Minghella** brows? Invest in a gel like Make's **Sculpting Lash and Brow Gel**, which uses a spoolie wand to distribute gel to each and every brow hair so it stands tall. If you're extremely frugal, extremely confused, or extremely scared of putting a small pole anywhere near your eyes, your hair wax or pomade works just fine. Get a little on the fingertips, press upwards and outwards, and shape gently.
3. That's it. Really! You're done. Brows have never been easier. Welcome to the future.