

Bringing Back the Brow



The key to Sleekbrows 3D is textured tint, safe for skin, which is applied using very tiny strokes that resemble hair and can be built to give the impression of more hair and depth. The brow that is created is then topped with individual hairs that are attached to existing hair.

At *Facial Impressions Skin Spa* in Medina, owner Dina Rodriguez, along with her team, is one of the first to offer an exciting new treatment in the area. It's brand new in the U.S. and the hottest trend in the beauty industry today.

by **Patricia Nugent**
Contributing Writer

If the eyes are the windows to the soul, then the eyebrows are certainly the frames that can make them more memorable.

"On many levels, eyebrows define the face and express emotion," says Dina Rodriguez, owner of *Facial Impressions Skin Spa* in Medina. "It's a scientific fact that eyebrows are the single most identifiable feature on a person's face, and they make all the difference.



And, surprisingly, women often don't know how to maintain them, so they seek out a professional to shape and accentuate them."

When she heard about the groundbreaking new Sleekbrows 3D extension service, which has been featured on *Good Morning America*, Dina knew she had to be the first to introduce it to the Cleveland/Akron areas.

"Whether you are a cancer patient who has lost your brows, have over-plucked them, have scars that inhibit hair growth, or simply find them thinning due to age, menopause, hormonal imbalance, or conditions such as hypothyroidism, this service gives you back the beautiful brows you were meant to have," she says.

Building Beautiful 3-D Brows

"Restorative brow extension services provide a non-invasive solution for women who didn't have existing brows," says Dina. She and fellow estheticians and brow artists Amber and Denine, are licensed and certified. "The process works around a client's natural brow shape to give a look that's similar to natural eyebrows, except it's a completely three dimensional effect."

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individual hairs that are attached to existing hair.

This innovative yet painless sculpting service leaves the face with gorgeous, waterproof, smudge-proof brows that last about three weeks.

The average cost begins at \$75 per service, which takes 45-60 minutes.

Dina notes that there are many levels of this service depending on the severity of the brow. For example, one person may only need fullness on just the end, whereas another client may need a full brow, which will require more time and expense.

"When Dina suggested Sleekbrows 3D (because of a scar and thinning brows), I thought I'd give it a try, since it's not permanent. I was amazed at what she created. The brows looked perfect, natural, healthy and beautiful."

—**Connie C., Medina**



Connie, "before" (top) and "after" Sleekbrows 3D.

"Celebrities on red carpets are sporting bolder brows," she reports. "And I'm proud to help my clients attain this look. Sleek, perfectly-shaped brows can actually give your face an eye lift."

She says she performed a restoration on a client recently who was thrilled when she looked in the mirror. She was going on a trip,



by Benjamin Margalit/Margalit Studio

Facial Impressions Skin Spa is among the first in the area to introduce the Sleekbrows 3D extension service. With this non-invasive method, brows are naturally restored. Dina Rodriguez (center), owner of *Facial Impressions*, is pictured with estheticians Amber and Denine.

wanted to look her best, and had not seen her face with complete eyebrows in a long time.

"Clients no longer have to worry about using pencils, stencils, powders or fibers every day," she says. "They won't have to worry if their brows are done, because they appear the same as natural ones."

Oncology Esthetics

Dina will be traveling to Chicago at the end of this month to be certified in Oncology Esthetics accredited through the COA and NCEA certification program. This will allow her to help clients who are undergoing cancer treatments with their skin recovery and aid in restoring their beauty and confidence. "This has always been a passion of mine, very rewarding professionally and personally close to my heart as my own mother was diagnosed with breast cancer at age 45," she says. Oncology spa treatments can help combat and soothe many side effects associated with cancer therapies.



Advanced Skin Care

Sleekbrows 3D joins a family of innovative services offered by the passionate, dedicated and highly educated team of estheticians at *Facial Impressions*.

Dina opened *Facial Impressions* in 2007

with the dream of bringing together at one place the top estheticians in the state along with the most advanced product lines, including Eminence and Image, and services such as facials and peels, microdermabrasion, hydroderm, dermablading, body treatments, massage, and (sugaring) hair removal. *Facial Impressions* is the natural source for healthy skin care.

Facial Impressions Skin Spa is located at 5019 Victor Drive, Suite B, just off Route 18 in Medina. For more information, call at 330-722-SKIN (7546), or visit FacialImpressionsSkinSpa.com.

Save on a Sleekbrows 3D Building Session!

Visit MimiDeals.com to purchase a \$50 *Mimi* certificate for just \$25 good toward any Sleekbrows session or service, at *Facial Impressions Skin Spa*.

Mark Your Calendar

Facial Impressions' annual holiday event is Saturday, December 5. Check the website for details.