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SAY NO TO TWEEZERS: BILLION DOLLAR BROWS ARE BRINGING THE ARCH BACK!

Complete Line of Brow Products for the Most Babe-licious Brows on the Block

(Beverly Hills, CA)- July 10, 2007 – Symmetrical, curvy, dark or thick, eyebrows are one of the most important features of our face and yet they are often the most neglected. Trying to get an appointment with the eyebrow gurus to the stars is next to impossible unless your name is Lindsay or Paris. Married entrepreneurs Natalie and Bob Plain have created **Billion Dollar Brows**, a line of at-home products to help women all over the globe bring out their brow babe at affordable prices.

“For great eyebrows, it used to be either you had them, or you didn't, “ said Natalie Plain, co-founder of Billion Dollar Brows. “This season's beauty signature is the styled eyebrow. Everybody wants a thicker brow that reminds you of Brooke Shields or Audrey Hepburn. At BDB, we provide consumers with the best eyebrow care products to enhance their natural beauty.”

BDB's first step in accomplishing this goal was the release of their groundbreaking cosmetic product, **Brow Boost**, designed to help men and women restore thin, over-plucked eyebrows. Due to the overwhelming success of this product, they expanded to a full line of brow grooming essentials.



BROW BOOST (Cost: \$19.95)

The deep conditioning action works overnight to help stimulate brow growth, leaving them looking fuller and thicker.

Directions: Use nightly for 30 days and your brows should begin to fill in, giving you a beautiful brow line. Comes in a convenient brush-on applicator. Apply Brow Boost to sparse areas along entire brow line with applicator. Use nightly. With consistent use, new growth should appear in about a month.

How many applications will one tube of your Brow Boost provide?

With regular use, one Brow Boost tube provides a 1 month supply.

When can I expect to see results?

After 30 days of nightly use, you should begin to see your brow line fill in, becoming thicker, fuller and healthier looking. Please avoid the urge to tweeze. The longer you use Brow Boost, the greater the results. As with any treatment, individual results may vary.

What is in Brow Boost?

Brow Boost is a unique blend of proteins and vitamins designed to condition, repair and restore thin eyebrows.

Can anyone use Brow Boost?

Brow Boost is lab and dermatologist safe for all skin types. It is also lab tested safe for use around your eyes. Brow Boost is safe for contact lens wearers.

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FOREVER LASH (COST \$19.95)

Forever Lash can be worn day and night to promote beautiful, healthy lashes. Apply Forever Lash underneath mascara to provide a strong, long lasting base that will keep your eyelashes looking fresh all day. To condition and strengthen your lashes while you sleep, apply Forever Lash at night. Forever Lash's blend of vitamins and proteins nourishes the root of your lashes – resulting in healthier, stronger lashes.

Directions: To apply, sweep a thin layer of Forever Lash from the root to the tip of your lashes with the applicator.

BDB BROW POWDER (COST \$15.95)



Make your brows come alive with these luxurious brow powders! Comes in three easy to use colors:

- Blonde: Very blonde to Dirty Blonde
- Taupe: Light brunette to Dark Brunette
- Raven: Very Dark hair

Directions: Simply dab the powder and glide along your browline with an angled brush and blend with spooly brush. Double headed angled/spooly brush sold separately
Formulated to stay on all-day and wash off with gentle soap and water.



RADIATE BROW GEL (COST \$10.95)

You wouldn't leave the house with messy hair -- so why settle for messy brows? BDB's Brow Gel will hold your brows in place, giving them a polished, beautiful finish. Shape your eyebrows with our Brow Gel.

Directions: Liberally apply gel with the applicator to keep stray brow hairs in place.

BROW BABE KIT WITH BRUSH (COST \$44.95)

If you love bold, beautiful brows, this kit has it all. Our Brow Babe Kit contains an exclusive mix of Brow Boost, Brow Powder, and Gel. Brow Boost will help strengthen and thicken your brows. The smooth, easy to apply brow powder will enhance your brow line, giving your brows a beautiful, natural finish. Lock in your look and set your brow hairs with this silky Brow Gel. The angled brush easily applies and blends the brow powder to perfection.

- Directions: Day: Apply brow powder and set with Brow Gel
Night: Use Brow Boost to help get brows healthy and thicker.
Brow Powders come in three easy to use colors:
Blonde: Very blonde to Dirty Blonde
Taupe: Light brunette to Dark Brunette
Raven: Very Dark hair



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ABOUT BILLION DOLLAR BROWS SALON

For those who live in the Los Angeles area, Billion Dollar Brows also has an eponymous brow salon in Beverly Hills where, “they live and breathe brows.” The salon provides a range of services including brow shaping, tweezing, tinting, and perming. Other options include their signature Microcurrent Services (as seen on Oprah®) that is the ultimate in facial revitalization without surgery. This non-invasive procedure targets fine lines and wrinkles, improving skin tone and elasticity. Clinicians sculpt and contour the face through non-surgical muscle re-education providing immediate results. To round out their repertoire, facials, body waxing and makeup application are also available. For those in need of immediate brow rescue, walk-ins are accepted!

Editors please note: We are happy to provide reader giveaways of any of the Billion Dollar Brow products. The aestheticians of BDB Salon are also available for expert comment on any aspect of brow grooming. High res photos are also available. The above products are a sampling of items offered. The full line can be viewed at www.billiondollarbrows.com. All products are available for purchase on-line.

True brow fanatics will be intrigued by their blog chronicling “the good, the bad, and the ugly of all things eyebrows.”