

PLATINUM

FLAXEN

BRUNETTE

AUBURN

TAUPE

ESPRESSO

ASH

EBONY

NOIR

BROWLITE

POMADE

Powder Brow Ingredients: Talc, Zinc Stearate, Octyl Palmitate, Cyclomethicone, Octyldodecyl Stearoyl Stearate, Phenoxethanol, Sodium Benzoate. May Contain (+/-): Mica CI 77019, Titanium Dioxide CI 77891, Manganese Violet CI 77742, Carmine CI 75470, Tin Oxide CI 77861, Ferric Ferrocyanide CI 77510, Bismuth Oxochloride CI 77163, Ultramarines CI 77007 CI 77013, Chromium Oxide Greens CI 77288, Blue 1 Lake CI 42090, Yellow 5 Lake CI 19140, Red 40 Lake CI 16035, Iron Oxides CI 77489 CI 77492 CI 77491 CI 77499. Contains Carmine CI 75470 as a color additive. Net Wt. 0.07oz/2g each. Made in USA.



Browlite Ingredients: Talc, Zinc Stearate, Octyl Palmitate, Cyclomethicone, Octyldodecyl Stearoyl Stearate, Phenoxethanol, Sodium Benzoate. May Contain (+/-): Mica CI 77019, Titanium Dioxide CI 77891, Manganese Violet CI 77742, Carmine CI 75470, Tin Oxide CI 77861, Ferric Ferrocyanide CI 77510, Bismuth Oxochloride CI 77163, Ultramarines CI 77007 CI 77013, Chromium Oxide Greens CI 77288, Blue 1 Lake CI 42090, Yellow 5 Lake CI 19140, Red 40 Lake CI 16035, Iron Oxides CI 77489 CI 77492 CI 77491 CI 77499. Contains Carmine CI 75470 as a color additive. Net Wt. 0.14oz/4g each. Made in USA.



Brow Pomade Ingredients: Petrolatum, Microcrystalline Wax, Talc, Ozokerite Wax, Beeswax (Cera Alba), Mineral Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Paraffin, Tocopheryl Acetate, Phenoxethanol, Capryl Glycol, Ethylhexylglycerin, Hexylene Glycol. May Contain (+/-): Titanium Dioxide CI 77891, Iron Oxides CI 77491, CI 77492, CI 77499. Net Wt. 0.12oz/3.5g. Made in USA.



COLORS MADE IN THE USA. PALETTE MADE IN CHINA. NOT TESTED ON ANIMALS. PLEASE RECYCLE.

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SENNA BROW BOOK

Professional Palette First Pro Edition  
Expert Tools, Tips, and Techniques for Mastering the Art of Brows

eye-brow ( ɪ braʊ )  
noun

1. face framer
2. eye enhancer
3. youth rejuvenator
4. confidence booster
5. a makeup artist obsession

Artistry is our heritage  
Beauty is our mission  
Education is our path

Emmy nominated celebrity makeup artist Eugenia Weston is passionate about brows and believes they are a makeup artist's power tool for beauty transformation.

Having taken pitiful brows to perfect brows in her Senna Studios for over 30 years, and been a trainer to pro artists, Eugenia created the Brow Book professional palette with every hue and trick to master the fine, fun art of brows.



Eugenia Weston  
Senna Founder & Creative Director

## Brows Talk.

Iconic actors and celebrities have a signature brow style that speaks volumes about their individual personality and the fashion of the era. Styles change but the power of the brow does not. Well shaped brows finish and frame the face. They make eyes look bigger. They are the fastest and most economical way to a virtual facelift. A talented brow artist has the ability to make a client look good and feel confident. So let's talk brows!

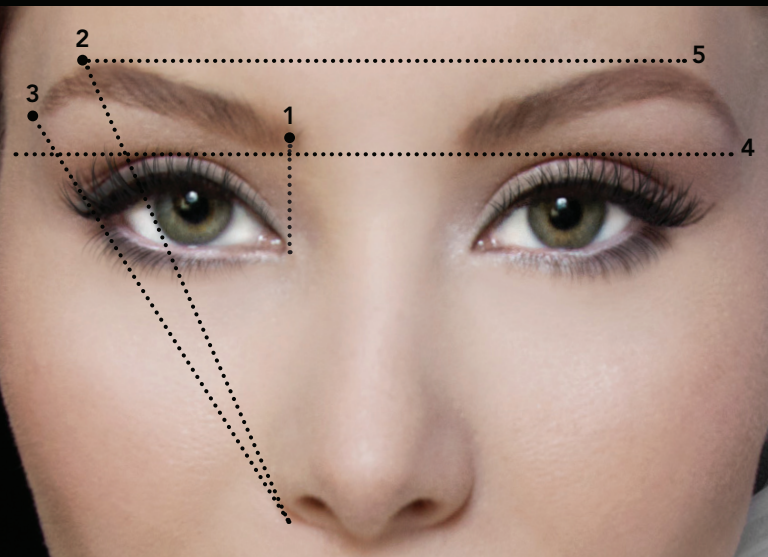
## The Super Skinny Brow Book for Perfect Brows Anywhere

Nine highly pigmented brow colors suit every brow and skin tone. The long wearing matte powder finish looks ultra natural.

Browlite soft matte highlighter defines the brow line and accents the arch.

Brow Pomade adds texture, fullness and is perfect for creating faux brow hairs.

Color and pomade pans lift out for easy refill.



## Artistic Brows

The perfect arch. A classic shape.  
Customized color. Natural texture.

**SET TO LAST**

## 8 Steps to the Sculpted Classic Brow

The Senna signature brow shape defies trends and creates a flattering frame for every face shape. Use the straight handle of a brush as a guide and mark key brow points lightly with powder color.

1. Place a dot directly above the tear duct of each eye to mark where brow begins.
2. Mark a dot above the end of the iris to indicate the arch point.
3. Dot the end of the brow at a direct angle from the end of the nostril to the outer edge of the eye.
4. Place brush horizontally at the beginning dot and lay across both brow bones to ensure they are level.
5. Place brush horizontally from the arch point to the top of the opposite arch to align the height of both.
6. Fill in your brow outline with powder color to create the classic shape.
7. Layer pomade over color to add texture, create faux hairs, and to make color adhere and look natural.
8. Accent brow shape with Browlite under the brow line.



## Tips

A high arch opens the eyes and lifts the face. Boost fallen arches by extending color slightly above the natural arch.

Extending brows toward the temple makes a wide jaw line appear narrower.

Before you tweeze that out of line brow hair, brush up, scissor trim and it may not need to go.

If after filling in brow with powder or pencil the color appears too dark you can lighten and soften the look by blending color into hairs using the Brow Twirler 602 Brush.

## Brow Resources

These iconic best sellers and patented innovations help you master any brow look.

### **Brow 911**

**Form-A-Brow®** is the eyebrow resuscitation kit. Patented stencils and powder colors make over tweezed, sparse, or unruly brows runway ready in a minute.





## More Brow Resources

clockwise from bottom to top

### **Fix it and Set it**

**Brow Fix X** Setting Gel has invisible fibers to thicken and set shape while making colors budge proof.

### **Fill it or Fake it**

**Sketch-A-Brow** Precision Brow Pencil is super firm and semi-sheer to fill in sparse areas or create faux brow hairs naturally.

### **Light Up the Lift**

**Light Tricks** Highlight Duo accents the arch and inner eyes with precise matte vanilla or diffused champagne glow.

### **Trim, Trim, Trim**

**Brow Scissors** are made of high quality stainless steel and have a rounded safety tip.

### **Tweeze**

**Artist Tweezers** have a baby tip that is so precise you'll never take out more than you target.

### **Blend. Color. Define.**

**Brow Twirler 602** Brush grooms and blends in brow color.

**Brow Shaper 605** Brush is firm and angled to color and define with powder and pomade.

# Weston's Brow Dictionary

FIRST PRO EDITION

True and twisted definitions strictly for pros.

**brow•rexia** (brou rek´see eh) n. 1. fear of brows. 2. brow aversion. 3. fear of brow hair (see over-waxing, over-tweezing). 4. the state of a woman afraid to have her brows shaped or colored by an expert.

**brow•tox** (brou´ tóks) n. 1. strangely elevated brows from over zealous use of Botox. 2. brows that have a surprised look 24/7. 3. brows that are so raised that one needs more eyeshadow to cover the extra eyelid acreage.

**clown brow** (kla own brou´) n. 1. brows in a circular shape above the eye and around the eye. 2. a shape that closes in the eyes and makes the face look fuller.

**down brow** (dah own brou´) n. 1. sad, depressed brow. 2. tail of brow turns down, as a dog's tail when forlorn. 3. weary, tired brow shape.



**faded brow** (fay-ded brou´) n. 1. brow color that is too light for the skin tone. 2. brow that doesn't show up on the face due to over bleaching or not using brow colors to add definition.

**faint brow** (faynt brou´) n. 1. timid and not bold in color. 2. feeble and uncertain in shape. 3. brow hair that has lost its natural strength.

**feath•er•ing** (fēth•ər•ing) v. 1. using light and airy strokes to color brows with a brow pencil or brow brush. 2. a technique that results in a natural, open looking brow as opposed to a fake, opaque brow.

**free hand** (free hand) v. 1. shaping or coloring a brow by hand without the aid of tracing a guideline. 2. winging it when tweezing. 3. a method best used by experienced makeup artists. 4. opposite of stenciling.

**half brow** (haf brow´) n. 1. unfinished brow. 2. brow with no beginning or no end. 3. under-shaped brow. 4. not complete or whole, resembling a side order of food (see over-waxing, over-tweezing, receding brow).



**high brow** (hī brow´) n. 1. the cultured brow. 2. brow exposed to a wealth of tips, tools and tricks. 3. highly maintained brow. 4. the intellectual brow makeup artist.

**low brow** (lō brow´) n. 1. a vulgar brow. 2. brows in bad taste. 3. a poorly tattooed brow. 4. an untrained makeup artist.

**mad brow** (mad brow´) n. 1. brows that enter the room before the person. 2. the anti-social brow. 3. brow that is drawn in so strongly that it likely destroyed the brow pencil. 4. brows way too dark for the face, e.g. jet black brows on a pale blonde. 5. brows that begin too close to the bridge of the nose. 6. the brow of a makeup artist upon seeing a returning client that has been elsewhere to over-wax or over-tweeze.



**man brow** (man brou´) n. 1. very thick brow shape. 2. unruly brow hairs resulting in brows that crawl up on the forehead and down over the eyes. 3. brows on steroids. 4. blatant brow neglect often accompanied by visible nose hair.

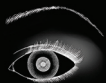
**o•ver-tweezed brow** (oh-ver tweez´d brou´) n. 1. too thin brows resulting from trigger happy tweezing. 2. a look that is common among women who have never been to a true brow artist. 3. sign of a brow artist who charges clients an hourly rate or by the number of hairs removed.

**o•ver-waxed brow** (oh-ver waks´ d brou´) n.

1. brow victimized by overly zealous esthetician.

2. having the look of a strangely naked, overly thin brow. 3. a condition that, if habitually repeated, will result in sagging skin around the eyes due to stress of pulling.

4. a recipe for an early eyelid surgery. 5. common occurrence when brows are waxed from a reclining position.



**prun•ing** (proon´ ing) v. 1. tweezing within the brow line to thin out overly thick brows. 2. a way to reform the man brow. 3. a tweezing method requiring a good eye and discipline.

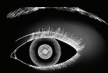
**re•ce•ding brow** (ri see´ ding brou´) n. 1. brow shape that is too distant from the normal beginning brow point over the tear duct of the eyes. 2. faint or bald brow area over the tear duct. 3. brow needing stimulation treatment for re-growth. 4. brow requiring feathering or stenciling. 5. brow that was over-tweezed in the front and never grew hair again.

**salt & pepper brow** (sawlt & péppər brou´) n. 1. brow with telltale white or gray hairs, usually wiry in texture. 2. aged looking brows. 3. brows needing tinting not tweezing.

**star•tled brow** (stáart'l d brou´) n. 1. brow that is lifted too high through coloring far beyond the natural arch or tweezing too much off the bottom line.

**sten•ciling** (stén´ suhl ing) v. 1. using a pre-formed brow shaping template to create a perfect, symmetrical brow shape. 2. a trick everyone can master. 3. a brow shaping method using classic shaped cut out stencils, powder color, and brushes. 4. a brow shaping and coloring art form originated and patented by Eugenia Weston, the founder of Senna Cosmetics who is considered the original brow guru.

**straight brow** (strayt brou´) n. 1. serious looking brow. 2. un-expressive brow shape. 3. passionless brow. 4. unisex looking brow.



**tad•poles** (tád pōl z) n. 1. bulbous brow heads with thin, swimming tails. 2. brow shaped with uncorrected eye astigmatism.



**tex•tur•iz•ing** (téks chər ī´ z ing) v. 1. making brows look plumper by various artistic tricks. 2. adding a wax pomade and powder color to fill in brows and boost hair thickness. 3. taking fine, limp brows and making them look fuller through the use of brow styling products.

**uni•brow** (yóoni brou´) n. 1. unruly brow hair that forms a solid bridge over the nose. 2. one continuous brow instead of two separate brows. 3. serious tweezing time.

**weeding** (weed´ ing) v. 1. the art of taking out the bad brow hairs and leaving in the good ones. 2. precision tweezing that catches barely blooming brow hair. 3. a technique that may result in skin pinching over eyes or over-tweezing if not approached with patience. 4. only done with tweezers and not possible with waxing.

**wiry brow** (wī ree brou´) n. 1. brow typified by course hairs that are twisted in shape, unruly, and rebellious. 2. brow needing a scissor trim.

