

Golden Arches

With just a single piece of thread, Koumudhi Eticala says she can “transform the look of the entire face.”

Using a hair-removal technique called threading, popular in India, Eticala twists and knots a piece of thread and rolls it across the skin, creating perfectly sculpted and defined eyebrows for her clients.

“The eyes and eyebrows are the first thing people notice about others,” says Eticala, who owns Sutra Brow and Lash Bar in Belmar. “They make such a difference in the look of the face.”

Eticala, who immigrated to the United States from India at age 5, learned the technique from her grandmother at a young age. Passionate about beauty and enhancing the look of the eyes, which she says are “the most important part of the face,” Eticala went on to attend Midway Paris Beauty School in New York and Rainbow Beauty Academy in Perth Amboy.

Now an East Brunswick resident, Eticala began eyebrow threading professionally eight years ago and offers her services at Sutra Brow and Lash Bar and as a freelancer throughout New Jersey.

TINTING

Eticala also offers eyebrow tinting at Sutra Brow and Lash Bar. The procedure is done with either an herbal-based tint made with tree bark, which can be used on both the hair and skin around the eyebrows, or a vegetable dye that can only be used on the eyebrow hair.

The type of tint is chosen depending on if clients want to highlight their eyebrows or if they want to make their eyebrows appear fuller, Eticala says.

Many women who think they have

Although the procedure is not as common in the United States as it is in India and surrounding countries, women of all backgrounds and races and even some men are becoming interested in having their eyebrows threaded, Eticala says. This may be because the process is more precise than waxing or tweezing, she adds.

Before and during the threading, Eticala uses the thread to take measurements of her clients’ faces, so the eyebrows are centered and begin and end in a way that is symmetrical to the shape of the face. She talks with clients extensively during prethreading consultations about what shape eyebrows would be most flattering on them and what look they are seeking.

“Everyone’s face structure is different, and different looks and shapes look better on some than others,” she says.

Once the goal shape has been determined, the client holds down the skin below the eyebrow being threaded and pulls up the skin on top of the eyebrow so it is taut before Eticala begins threading. This allows the hair to come off easily and limits pain, Eticala says.

Some people experience minor pinch-

ing during the procedure, but Eticala says for most, it is much less painful than waxing.

“Threading only takes the hair. It never really even touches the skin,” she says. “It is a lot safer for the skin than waxing and a lot less abrasive.”

Carly Oppito, who has her eyebrows threaded by Eticala every two weeks, says the procedure was mildly uncomfortable the first time she had it done a little less than a year ago, but now she experiences no pain. The sensation of eyebrow threading does take some getting used to, says Oppito, who lives in Eatontown.

“At first it felt like she was taking off all of my hair,” says Oppito, who had never even tried tweezing or waxing her eyebrows before going to Eticala. “Afterward I looked in the mirror, and they looked gorgeous.”

Eticala says most of her clients average two to four weeks between visits depending on how fast their hair grows and the look they desire. Eyebrow threading services at Sutra Brow and Lash Bar in Belmar are \$20 and include a consultation, threading and a brow massage.

“Some people want dramatic, dark eyebrows, and some people want something subtle,” Eticala says.

Tinting typically lasts four to eight weeks, depending on the type of hair and skin, she says. It lasts longer on the hair than it does on the skin. It costs \$20.

For many women, it saves time in the morning, Eticala says.

“Tinting eliminates the need for using a pencil every day,” she says. “It really illuminates the eyebrows.” ✦



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