



HOW TO USE EYEBROW POWDER – STEP BY STEP

1 – How to choose your Eyebrow Powder Color

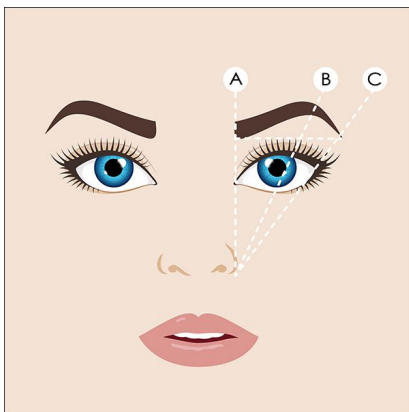
When choosing your eyebrow powder color try to find a color similar to your natural hair color. As a rule of thumb that color usually suits people best. Check out our [color card](#) to find the best eyebrow powder color for your hair color.

The high quality eyebrow powder by Marie-José & Co is available in [six popular shades](#). This brow powder is highly pigmented and water resistant. As the eyebrow powder can be directly applied on the skin, it is also suited for people with no eyebrows. Use our [White Stick](#) as a primer to make the eyebrow powder waterproof.

2 – Find your Perfect Eyebrow Shape

There are various methods to find your perfect eyebrow shape. Below we will show you the most popular method for finding the right brow shape. [Read more tips and tricks in our tutorial: “The Perfect Eyebrow Shape”](#)

If you already found your perfect brow shape, you can proceed with step 3.



A – Where your Eyebrows should Begin

Hold the eyebrow pencil upright against your nose. Look where the pencil meets the brow line. The edge of the pencil that is closer to your nose marks the line where your brow should start. Use the [white stick](#) to mark this location.

B – The Perfect Arch

To find your ideal arch point, hold the brow pencil against the side of your nostril towards the outer edge of your iris. Locate where the pencil meets your eyebrows and mark this spot with the White Stick.

C – Where Your Eyebrows Should End

Hold the brow pencil against the side of your nostril towards the outer corner of your eye. Locate the spot where the pencil meets the brow line. That is where the tail of your eyebrow should be. Mark the edge of the pencil that is closer to your eyes with the white stick. If your eyebrows go beyond this point, use tweezers to remove the excess hair.

3 – Pluck Perfect Eyebrows

If you need to pluck your eyebrows, we recommend reading our [Tips and Tricks for Eyebrow Plucking](#).

If you have plucked your brows already or if your eyebrows don't need plucking, just go right to step 4.

4 – Comb your Brows

Use a brow comb or [spooly brow brush](#) to comb your brows in hair growth direction. We recommend getting the [2-in-1 Duo Browh Brush](#) as it comes with both the spooly brow brush and the angled brow brush (which you will need in the next step).



5 – How to make your Eyebrow Powder Waterproof

We got many questions how you can make your brow powder waterproof. Honestly, the trick is very easy. Simply use our [White Stick](#) as a primer. Apply the White Stick on your eyebrows and on the skin where you want the eyebrow powder to stick. Using the White Stick as a primer will make your eyebrow powder waterproof and last even longer!

6 – Outline your Brows with the Angled Eyebrow Brush

Dip your [angled eyebrow brush](#) in some water and then in the eyebrow powder. Outline your brows with the angled brow brush. This will make it easier to not go over the outlines in the following step.

7 – Apply Eyebrow Powder

Now use the [angled brow brush](#) to carefully apply the eyebrow powder on your brows. Some people find it helpful to use an eyebrow stencil for filling in the brows.

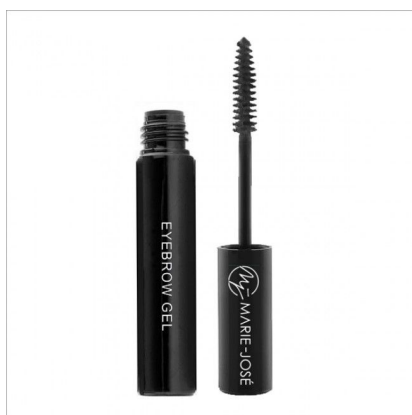
Our [eyebrow stencil kit](#) comes with stencils for three popular eyebrow shapes. When using eyebrow stencils, we recommend applying the powder with the [Puff Brow Brush](#) instead of the Angled Brush.

8 – Comb your Brows

Use a Brow Comb or Spooly Brow Brush to evenly distribute the color pigments in your eyebrow powder. You will achieve a soft, natural look!

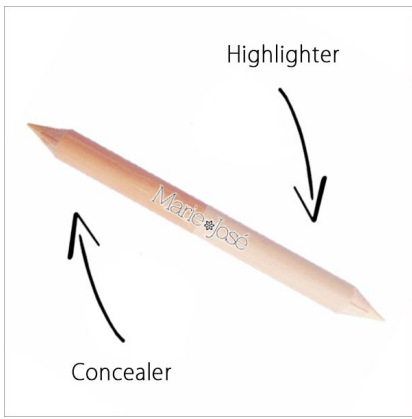
9 – The Eyebrow Gel Trick

To make those brows last longer, make-up artists use a special trick. Once the powder is applied, they use [eyebrow gel](#) to set the powder. Simply comb your brows with some eyebrow gel and your brow powder will stay on all day!



10 - The Finishing Touch: Highlighter / Concealer

As a finishing touch, we recommend using a [brow highlighter / concealer](#). The concealer side of this 2-in-1 pencil allows you to quickly cover any blemishes around your eyebrows. The highlighter side of the pencil is used to highlight your brow bone. This will give your brows an instant lift!



Done!

Even if you are not a 100% satisfied with the result yet, don't give up. Practice makes perfect! Keep on practicing every day and you will see that after a few weeks you'll master the skill of applying eyebrow powder to perfection.