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NATURAL EYEBROW SHAPING AS A LASTING TREND: FROM A FASHION STATEMENT TO A SCIENTIFICALLY GROUNDED METHOD

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Abstract. *The article focuses on the analysis of natural eyebrow shaping as a long-term trend that has gradually evolved from a fashion statement into a scientifically grounded method within the field of aesthetic cosmetology. The aim of the study is to identify the specific features of natural eyebrow correction in today's context, in line with modern beauty standards and scientific approaches. The study employed general scientific methods of cognition, such as analysis, synthesis, systematization, comparison, observation, modeling, as well as the method of anthropometric measurements. The research demonstrates that natural eyebrow shaping is a synthesis of aesthetic concepts, scientific knowledge, and the individual approach of the specialist. It has been concluded that there is no universal ideal eyebrow shape; instead, it is developed based on the client's unique characteristics — facial proportions, the placement and direction of hair growth, the features of soft tissues, and facial symmetry. The study found that the key reference points in eyebrow shaping — the beginning, apex, and end — have remained consistent for more than 70 years, rooted in the principles of vertical and diagonal construction, but still require adaptation to each face type in order to ensure a harmonious appearance of the upper third of the face. The findings reveal that modern natural correction no longer follows fashion dictates but is based on scientifically justified principles. Genetics explains the variability in eyebrow density and placement; anthropometry provides precise parameters for shaping; and psychology uncovers the emotional and visual perception of different forms. It has been proven that natural correction has evolved from a technical procedure into a rational and predictively effective system. It has been outlined that current practice includes a preliminary evaluation of facial structure, client consultation, and a reasoned explanation of proposed decisions, which contributes not only to shaping new eyebrows but also to achieving overall visual balance in appearance. Emphasis is placed on preserving naturalness, minimizing interference, and working precisely with the hair growth direction. Practical significance: the study provides a scientifically grounded foundation for developing individualized approaches to eyebrow shaping in the beauty and aesthetic medicine sectors.*

Keywords: *natural correction, eyebrow shape, aesthetics, facial proportions, anthropometry.*

Introduction

In a world where artificiality has become the norm, naturalness is regaining its value. It is no longer a lack of interference – it is a conscious choice. Today, trends no longer revolve around contouring, permanent makeup, or aggressive symmetry. The spotlight is on natural texture, organic lines, and slight imperfections that give the face its unique character. People are no longer seeking a visual effect – they are seeking recognition.

Natural eyebrow correction is not about technology. It doesn't require complex procedures or constant upkeep. What it does require is a precise hand – a specialist who

knows when to stop, who understands anatomy, sees proportion, and has a sense of balance. This kind of expert doesn't change the face – they simply free it from the unnecessary.

This topic is not new – it has been studied for over half a century. Since the 1970s, researchers have been exploring the connections between eyebrow shape, facial perception, emotions, and aesthetic ideals. Today, it is a well-established discipline at the intersection of dermatology, psychology, and morphometry. Its relevance continues to grow, as the demand for naturalness remains constant despite changing fashion trends.

Literature Review

The topic of natural eyebrow correction as a lasting trend evolving from a fashion statement into a scientifically grounded approach is well represented in international scholarly literature. This is largely due to the predominance of English-language academic publications focusing on the medical, aesthetic, and genetic foundations of the phenomenon.

Significant contributions to the development of a theoretical and practical framework for eyebrow shape analysis have been made by authors such as S.B. Baker, J.H. Dayan, A. Crane, and S. Kim [1], who studied how eyebrow shape influences the perception of facial harmony. Their research was among the first to propose a systematic analysis of the relationship between anatomical features and aesthetic perception. Additionally, R. Ellenbogen [4] and J.P. Gunter [5] explored the topic of aesthetic eyebrow modeling in the context of reconstructive surgery even earlier, laying the groundwork for modern non-surgical correction techniques. Recent studies, including the work of M. Khattar [6], have expanded the discussion through the lens of injectable technologies aimed at achieving desired eyebrow shapes without surgery. A major breakthrough in genetic analysis was made by F. Peng et al. [7], who identified DNA variants influencing eyebrow thickness, demonstrating a link between heredity and appearance. E. Yalçınkaya et al. [10] proposed an aesthetic model for the ideal eyebrow shape that takes ethnocultural differences into account. Despite the abundance of literature on the subject, there is still a lack of systematized material that

comprehensively traces the evolution of this trend from a fashion statement to a scientifically grounded methodology. Therefore, using various scientific methods of cognition, the available information was analyzed, grouped, and systematized in line with the theme of the study.

Purpose of the article

The aim of the article is to identify the features of natural eyebrow correction in the context of contemporary beauty and scientific standards.

Research results

Eyebrows are a key feature of the upper third of the face, serving not only a physiognomic role but also a communicative one. Their shape, density, height, and hair growth direction can significantly alter how the face is perceived, influencing the evaluation of symmetry, proportion, and emotional expression. In interpersonal communication, eyebrows function as non-verbal markers – microexpressions involving the eyebrows are often interpreted as indicators of emotional states (such as surprise, anger, suspicion), yet even in a neutral position, their configuration defines the overall “message” the face conveys [8].

From the perspective of cognitive psychology, facial perception is formed through the integration of holistic patterns, with eyebrows acting as one of the main reference points for identifying individual features. For example, a highly arched brow can create the illusion of a lifted upper third of the face, often interpreted as an “open” or “alert” gaze. Conversely, horizontally oriented or low-set eyebrows tend to be associated with a calmer or more contemplative expression. Eyebrow shape can also compensate for facial disproportions: on round or square faces, a more sharply defined arch may visually elongate the vertical axis, creating a more balanced appearance [8].

Individual features such as eyebrow shape, density, and placement result from a complex interplay of genetic factors, leading to significant variation in this facial element across individuals. Modern genetic research [1,5,7,10] confirms that there is no single standard for “ideal” eyebrows, as their morphological traits are determined by specific genetic variants that differ among populations and individuals.

In a study by Peng F. [7], published in the Journal of Investigative Dermatology, the first large-scale genetic analysis of eyebrow thickness in Europeans was conducted. It identified three new genetic loci associated with eyebrow thickness and confirmed two of the four previously discovered loci in non-European populations. This indicates that both shared and unique genetic factors influence eyebrow development across different ethnic groups. These factors inevitably shape our understanding of what constitutes natural eyebrow correction standards.

At the same time, numerous studies dating back to the 1970s have been devoted to identifying an ideal formula, and this formula has largely been established.

When it comes to eyebrow shape, however, the situation is much more complex. Undoubtedly, eyebrow shapes are a subjective matter and often reflect the stylistic vision of the specialist performing the correction.

The shape of the brows can visually adjust proportions, soften or accentuate features, and give the face a more harmonious look. For instance, round or elongated faces can be visually balanced by sharper arches or more horizontal lines, respectively. The table below offers guidance on selecting eyebrow shapes based on face type [8].

Table 1 – Eyebrow and face shape: matching standards

Face type	Recommended eyebrow shape	Effect and rationale
Round	High, well-defined arch with a sharp rise and drop	Visually elongates the face, balancing out horizontal dominance
Square	Soft arch or gentle curve	Softens sharp jaw angles, adds femininity and balance
Oval	Light, natural arch without sharp curves	Maintains natural proportions; overly high arches should be avoided to preserve symmetry
Elongated / long	Straight, almost horizontal brows	Visually “widens” the face horizontally, reducing the elongated effect
Heart-shaped	Gently rounded brow with a moderate arch	Balances a wide forehead, softens a pointed chin, and creates a delicate expression
Rectangular	Medium-high arch with a smooth curve	Softens vertical facial lines and reduces emphasis on length
Triangular	Soft, rounded brows, sometimes with a slight lift	Balances proportions between a narrow forehead and a wide chin
Pear-shaped (wider lower jaw)	Moderately raised arch emphasizing the upper part of the face	Draws attention away from a heavy lower face, adding lightness to the gaze
Diamond-shaped	Soft arch without sharp angles	Balances strongly defined cheekbones, softening the overall silhouette

Note: systematized by the author based on [8]

The study by Baker S.B., Dayan J.H., Crane A., and Kim S., conducted using facial morphing with various face shapes (round, square, oval, long), demonstrated that modified eyebrow shapes adapted to specific face types were perceived as more attractive. Specifically, for square and long faces, the modified brows were rated as more aesthetically pleasing in 62.7% and 58.7% of cases, respectively [1].

Psychological aspects also play an important role in the perception of eyebrow shape. Eyebrows can convey a range of emotions and character traits: raised brows are associated with surprise or curiosity, while furrowed brows suggest anger or concern [9].

When choosing an eyebrow shape, it is essential to consider not only facial anatomy but also fashion trends, which shift dramatically every 10 years and evolve annually. In 2025, there is a strong trend among European women toward individualization and an artistic approach to brow styling. Both natural texture and complex geometric designs inspired by historical eras (the 1920s, the 1990s) and runway aesthetics are in vogue. A willingness to experiment, paired with the desire for expressive yet harmonious facial enhancement, is shaping a new standard of eyebrow care that merges anatomical correction with decorative design.

Six main trends have become prominent: Fox Eye Brows, Baby Brows, Micro/Doll Brows, Skinny Brows, Bleached Brows, and Textured Brows. Each trend is based on different techniques of lifting, thinning, or grooming the hairs to achieve effects such as facial elongation, rejuvenation, or striking minimalism.

Table 2 – Eyebrow modeling trends for 2025

Trend name	Styling technique	Suitable for
Fox Eye Brows	Lifting and setting hairs at an angle, using highlighter under the arch	Oval and heart-shaped faces
Baby Brows	Light setting with gel for a natural “childlike” texture, pencil used only on sparse areas	Round and square faces
Micro/Doll Brows	Defined symmetrical shape created with stencils or by a specialist; filled in with pencil and gel	Heart-shaped and square faces
Skinny Brows	Precision plucking with light pencil filling for a thin yet expressive look	Oval and heart-shaped faces
Bleached Brows	Professional bleaching, hair lifted for an open-eye effect	Oval and elongated faces
Textured Brows	Brushing hairs upward with gel or wax, no thinning	All face types

Note: systematized by the author based on source [2]

In cases where clients insist on fashionable eyebrow shapes that do not align with their anatomy, it is advisable to use modern technologies such as augmented reality (AR). AR applications allow users to visualize different brow shapes in real time, helping them make informed decisions. For example, “The Brow App” by Anastasia Beverly Hills uses AR to generate personalized brow templates based on the golden ratio method [3]. These AR tools are not random; they rely on scientifically grounded algorithms that consider the anatomical and ethnic features of the face. Underlying such applications are formulas for ideal or proportionate brows as described in academic literature. Let’s consider several approaches.

Ellenbogen R. [4], in a 1979 study, builds upon criteria established by M. Westmore in 1975, stating that the caudal (tail) part of the medial brow should be positioned 1 cm above the supraorbital rim, which deviates from classical approaches. Conversely, Gunter J.P., in a 1997 study [5], argues that the medial brow segment should sit below the supraorbital rim. He also specifies that the apex of the brow should be located at the junction of the middle and lateral thirds. According to Gunter J.P., a proper evaluation of brow shape is not possible without considering its relationship with other periorbital characteristics, such as the anatomy of the intercanthal vector, upper eyelid height, and proportions of the supratarsal fold [5].

Scientific sources from the past five years show that the ideal brow shape is not defined solely by a universal set of parameters, but by a comprehensive consideration of anatomical, anthropometric, and even psychological factors. In a 2020 study, Yalçınkaya E. et al. [10] proposed a detailed guideline system for shaping brows in women of European descent. The authors suggest that the optimal distance between the upper eyelid fold and the lower brow edge is 15 mm; 2.5 cm from the lower brow edge to the center of the pupil; 1 cm from the lower brow edge to the supraorbital arch; and 5–6 cm from the lower brow edge to the hairline. Additionally, the distance from the center of the pupil to the brow apex averages 2.5 cm, and from the apex to the hairline — 5 cm. Yalçınkaya E. emphasizes that organizing these proportions ensures the most harmonious outcome for individuals of European appearance.

In the 2020 study by Khattar M. [6], the ideal brow shape is based on anatomical reference points that help create a harmonious and balanced facial image. To better visualize its proper placement, three basic reference lines through specific facial points should be considered:

1. Start of the brow (point A): The brow should begin on a vertical line aligned with the side of the nose and the inner corner of the eye. Holding a thin pencil or brush vertically from the outer edge of the nose upward shows where the brow should start.
2. End of the brow (point B): The tail should lie on an imaginary diagonal from the side of the nose through the outer corner of the eye. This creates a natural brow endpoint that aligns with the facial contour.
3. Brow arch (point C): The highest point or "apex" of the brow should be on a vertical line passing over the outer edge of the iris when looking straight ahead. This provides lift and expressiveness to the gaze [6].

The classic approach divides the brow length into two parts: from the start to the apex, and from the apex to the tail. The ideal ratio of these parts corresponds to the golden ratio – approximately 1 to 1.618 – which is subconsciously perceived by the human eye as aesthetically pleasing [6].

In summary, current scientific literature demonstrates both standardized and personalized approaches to eyebrow modeling. While general standards provide the foundation for practice, each case requires flexibility based on facial features, the client's emotional state, and their expectations. The ability of a specialist to go beyond protocols and apply analytical and psychological insight is key to achieving a harmonious result.

Performing natural eyebrow correction in contemporary aesthetic practice requires a combination of scientific methodology and awareness of current trends, with the primary focus on individualizing the outcome. The process consists of several stages.

The process begins with a detailed morphometric facial analysis: the specialist identifies anatomical landmarks according to standardized proportions outlined in the works of Yalçınkaya E., Gunter J.P., Karacalar A., and others. The shape, size, and

symmetry of the face are assessed, including intercanthal distance, brow ridge position, forehead height, individual hair growth patterns, and the condition of soft tissues. Next, the expert evaluates the client's aesthetic expectations, discussing desired shape, density, and hair direction, and determines the extent to which the client follows fashion trends.

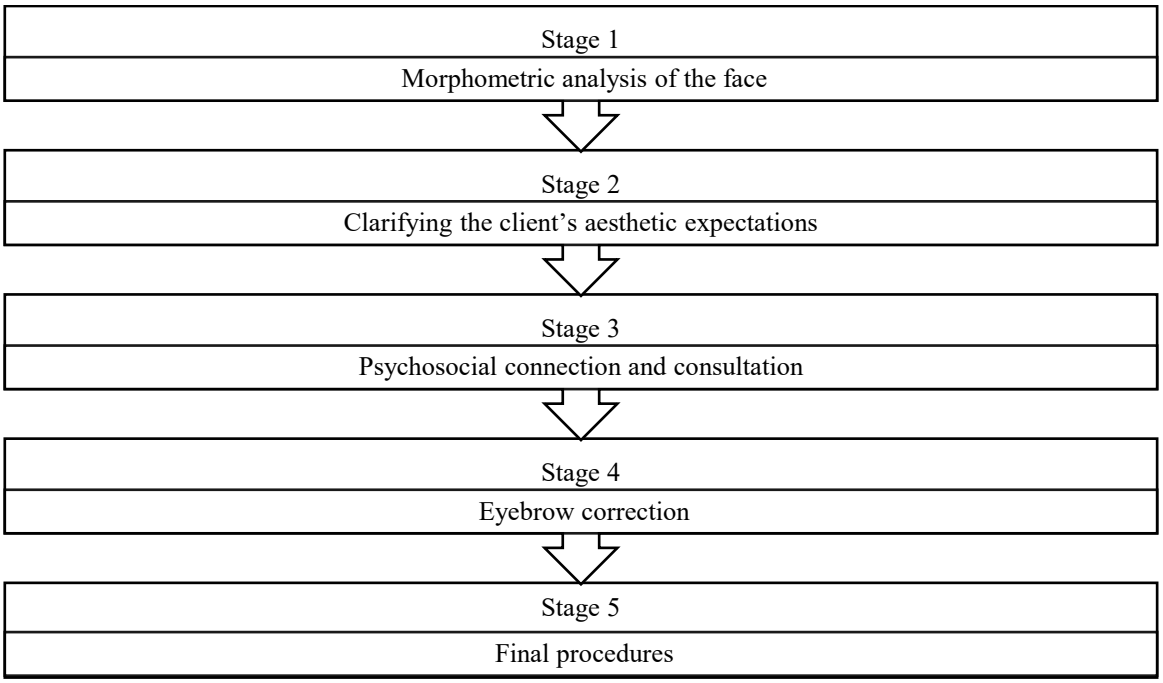

Fig. 1 – Stages of natural eyebrow correction

A key component is the emotional connection: the specialist explains how different brow shapes affect facial expression, including possible psychological associations (e.g., overly high or sharp brows may convey surprise or aggression).

If a client insists on trendy brow shapes that don't fully align with their anatomy, the specialist uses visualization technologies (such as AR apps) to demonstrate potential outcomes and help choose a compromise. Correction is carried out gradually, with priority given to preserving the natural hairline, harmonizing with the individual morphotype, and minimizing structural intervention. The main goal is to achieve an aesthetically pleasing and harmonious result that aligns with general beauty standards defined by scientific recommendations.

Thus, natural eyebrow correction in modern practice is a synthesis of scientific rigor and sensitive consideration of the client's unique features and current trends. An effective specialist is not just a technician but also an analyst and consultant, capable of interpreting standards through the lens of personal characteristics and aligning them with the demands of the time.

Conclusions

Natural eyebrow correction is the result of combining aesthetic norms with anatomical precision, guided by the specialist's refined sense of proportion and beauty. The ideal brow is not universal. It depends on facial proportions, hair growth direction, soft tissue structure, and symmetry. Key reference points have been defined for over 70 years: the beginning, apex, and end of the brow must follow established vertical and diagonal construction rules. At the same time, the brow's shape must align with the facial outline — whether elongated, square, heart-shaped, etc. This enables the creation of a visually harmonious structure in the upper third of the face.

Scientific research has made correction more substantiated. Genetics has explained variations in brow density and placement; anthropometry has provided measurable values for precision; psychology has revealed how brow shape is perceived — the associations of a high arch, the message of a horizontal line, and the overall visual impression. These insights have turned correction into a deliberate sequence of steps with predictable results.

Fashion evolves. What was relevant ten years ago may now seem outdated. But current trends no longer dictate shape – they offer variation. Therefore, the work of a specialist begins with evaluating the face shape. Next comes clarification of the client's preferences. Then – explanation: why one shape works, and another disrupts proportions. Dialogue is key in this process. Minimal intervention, preserving the natural hairline, and precise work with hair direction – these are the foundations of effective correction. As a result, the outcome is not just a new brow shape, but a new balance in appearance.

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