

For Eyebrows that Wow

Obtain the perfect brows from EverTrue Microblading Salon

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KAIA GERBER

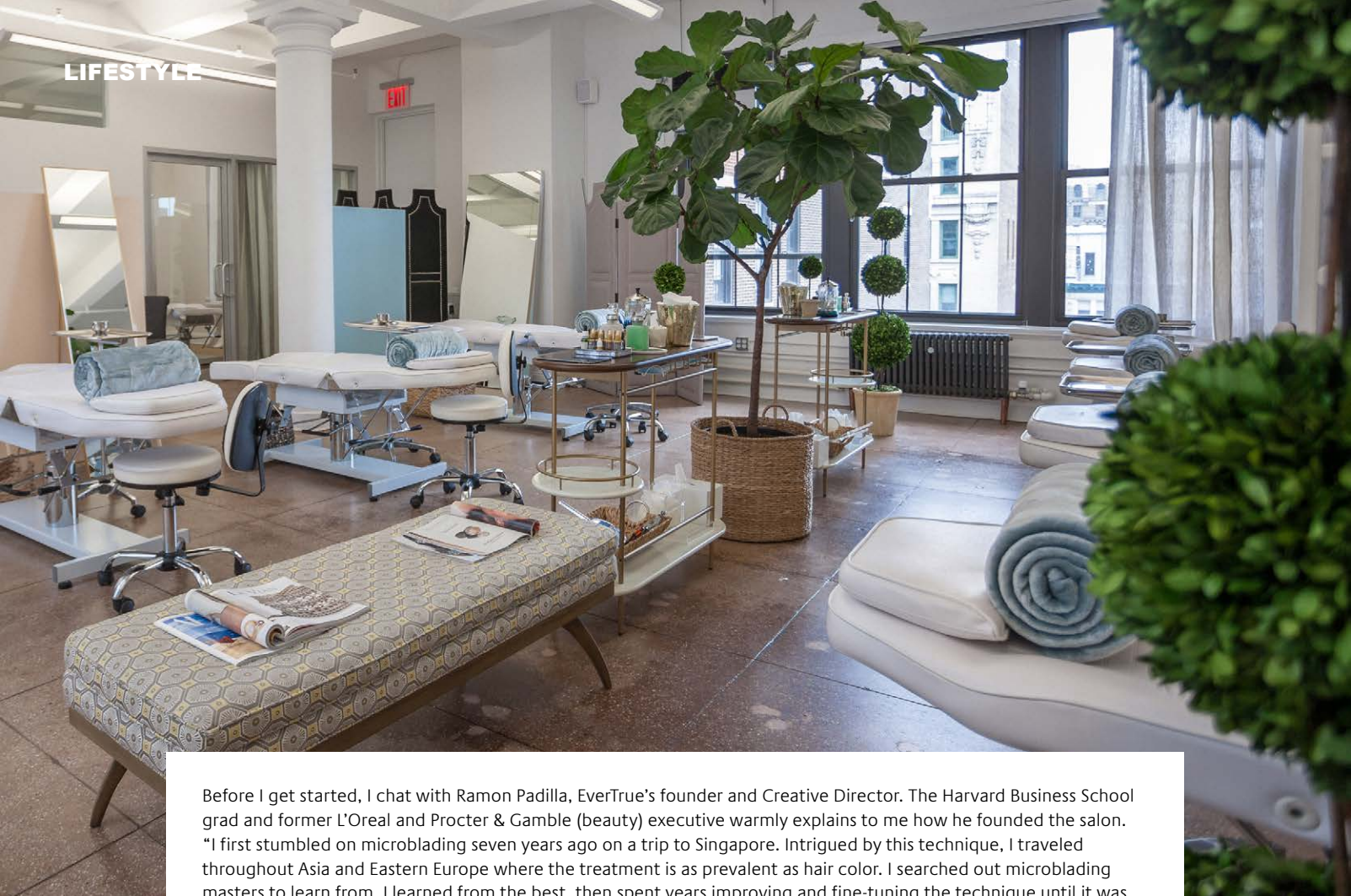


LILY COLLINS

Microblading has been around for some time now but it was not until recently, after friends and family shared with me their own experiences with this must-have eyebrow trend, that I decided to look into it for myself. I too coveted the perfect arch and thicker eyebrows like Lily Collins. I was tired of trying to find the perfect powder and/or pencil to shade in my sparse brows, and even when I did, I still wasn't achieving the shape I really wanted. So, I decided to turn my eyebrows over to the professionals, and in New York, that meant booking an appointment at EverTrue Microblading Salon —New York and Chicago's only salon dedicated to microblading.

Situated in a building near Flatiron District, EverTrue's space is open and airy with two rows of beds arranged neatly in the center of a large room. As stated on their website, the salon specializes in the most natural-looking microblading treatments for brows, eyeliner, lips, and hairline. "Bring out your best self. Always beautiful, always natural-looking, never fake. It's everyday perfection without the everyday effort." Yes, that is exactly what I want!

Microblading is a semi-permanent treatment that utilizes a microblading pen with very fine blades. Using short, delicate strokes, pigment is delivered to the skin by scratching the surface. When done by a professional, the semi-permanent strokes look like tiny hairs — the results are so natural that you can't even tell where the microblading begins.



Before I get started, I chat with Ramon Padilla, EverTrue's founder and Creative Director. The Harvard Business School grad and former L'Oreal and Procter & Gamble (beauty) executive warmly explains to me how he founded the salon. "I first stumbled on microblading seven years ago on a trip to Singapore. Intrigued by this technique, I traveled throughout Asia and Eastern Europe where the treatment is as prevalent as hair color. I searched out microblading masters to learn from. I learned from the best, then spent years improving and fine-tuning the technique until it was ready for the demanding urban clientele of New York City. When I first opened EverTrue in 2015 in NYC, we were doing maybe five brows a week. Now, it's close to 80 appointments a week. The niche is growing to be a category."



RAMON PADILLA

The salon's schedule is frequently packed, what sets you apart from other salons?

Ramon Padilla: "Our Bespoke Brow Microblading technique for sure sets us apart. Our specialists have the technique and artistry to work with any face shape. The result is the most natural-looking brows that are indistinguishable from *real* brows. It also helps tremendously that we are microblading specialists. When you do only one thing over and over again, with the widest range of clients, you gain a very deep and broad expertise."

Are there any plans to open a salon in Miami? Florida?

RP: "I would love to! I'm not familiar with Miami, so I would need a guide to the neighborhoods though. I think every city in the U.S. needs one or several dedicated microblading studios. If not us, then someone else."

How do you go about securing your therapists/specialists?

RP: "We first look for people who have a good eye, who can draw a pair of balanced brow shapes on a piece of paper. If they can do that, then we can train them, no matter what their previous background. Our specialists' former lives include: massage therapist, English teacher, dancer, and our master therapist Michelle used to be a diamond cutter. Our training program is by far the most intensive in the country. We also look for personality —as a team we are very calm, soft-spoken, family-oriented. We don't have a single diva amongst us —including me!"

After my lovely chat with Ramon, I meet with Michelle Wu, Master Therapist and Training Director. I had done my due diligence and read a wealth of great reviews on Michelle, who has performed hundreds of treatments and has been featured in magazines like *Allure* and *ELLE*. As you would expect, Michelle's schedule was quite packed a few weeks out, but it was well worth the wait.



MICHELLE WU

Michelle Wu specializes in bespoke brows, ombre brows, eyeliner, lips, & hairline.
Instagram: @michelle_x_wu

How long have you been microblading?

Michelle Wu: "I've been microblading brows for almost ten years — way before it started to pick up in popularity. Back in China, where I'm originally from, it used to be called Brow Embroidery."

How did you get into it?

MW: "Believe it or not, I used to be a diamond cutter. Ramon hired me years ago for a brow salon he opened, and we've been a good team ever since. I learned brow threading and lash extensions, then specialized in microblading. From brows, we moved on to eyeliner, lips, and hairline. We continue to improve techniques — it's a very exciting treatment!"

What brow shape is commonly requested? Which celebs are often used for inspiration?

MW: "Every client has a unique, three-dimensional facial structure, so the brow shape that I create is unique to them. I do get a lot of requests for very full brows from my younger clients — think Lily Collins or Kaia Gerber. They don't want to look like celebrities, but they do like the impact bold brows make on Instagram photos."

What's the best part about your job?

MW: "I sometimes get clients who have alopecia, or have lost their hair through chemotherapy treatments. When they first look at the mirror after microblading, it's always a moving experience. I work to enhance physical beauty, but when that leads to happiness and confidence with my clients, that's the best part of my job."

During my consultation with Michelle, I tell her that I'm looking for a more defined arch and thicker brows. I lie down on the bed and using swift, smooth strokes she draws in my new eyebrow shape. When she is finished, she hands me a mirror to take a look. They look great; however, I'd like them to be a bit thicker and for the arch to be moved in more. Once I give her the thumbs up, she applies numbing cream to my eyebrows. After 15 minutes, Michelle returns to begin the microblading treatment. Thanks to the numbing cream, I do not feel any pain at all. I am there for about an hour and a half from the time I arrive.

The first few days, brows appear much darker than they will end up. Three days in, my eyebrows begin to peel and the color fades to a lighter hue. After a little over a week, they look amazing. I am very happy with my results. Seven weeks later, I return to the salon for my Perfecting Session with Michelle. I tell her that I'd like them a little thicker. She draws them in, I give her my approval, and she creates brows that I absolutely love. Now, I have natural-looking thick brows, a defined arch, and I don't have to worry about wasting time every day and night shading them in or worry about them washing off. And I've received so many compliments on my new eyebrows. Seriously, my only regret is that I didn't do this sooner. EverTrue Salon truly is the best. **ML**

*EverTrue Salon is located at 54 West 21st Street, Suite 1010, New York, NY 10010. Phone: 917- 388-3318.
For more information, visit: <http://www.evertruesalon.com> • Instagram: @EverTrueSalon*