



BrauHaus: A Modern Salon for Brows

Brow Design Redefined in Southern California

Los Angeles, CA, April 17, 2008 --(PR.com)-- BrauHaus, a modern salon for brows, opens its doors to exquisite expertise in eyebrow shaping and design. Founded by Zoey Van Jones, the mission of the BrauHaus salon is to give women aesthetically beautiful brows while arming them with the tools and skills to keep their brows looking fabulous everyday. Guided by the philosophy that “form follows function,” BrauHaus is a cutting-edge studio in the true sense of the word, as imparting in-depth brow and beauty knowledge is at the heart and soul of the salon.

"Every person has beautiful eyebrows. They're hiding in there waiting to come out," says Zoey Van Jones, founder and CEO of BrauHaus. "There is a brow that was there when we were born, before we messed around with them, which is quite beautiful. They can be coaxed back into existence in the proper hands. It's difficult to have the necessary detachment to 'see' our own eyebrows the way others see them. A skilled artist can help perceive their optimum structure, giving us the best shape we can have with the brows we were given. Lastly, we can show the client how to take two seconds to simply fill them in, accentuating the shape and highlighting around them, creating a more youthful appearance, adding light and definition to the whole face."

Since its opening earlier this year, BrauHaus has garnered a cult following of beauty insiders (aestheticians, editors and local socialites) who travel from distances as far as Beverly Hills on a monthly basis to get their brows shaped, tinted and waxed by Zoey. Zoey, often dubbed the “eyebrow Einstein,” and her team of artists impart a unique combination of brow knowledge, artistry and therapy.

BrauHaus, named after the 30s art movement, Bauhaus, is the embodiment of Zoey herself - a unique mixture of rock n' roll style combined with a makeup and artistry background informed by a Masters in Fine Arts. Zoey first realized her design talents during her years as a makeup artist for M.A.C. Her natural gift for shaping and teaching led her to an apprenticeship with a prominent, Beverly Hills-based celebrity brow artist. When Zoey started out on her own, she quickly garnered a reputation as the Beauty Insiders' insider and became one of the top eyebrow shapers in the area.

Located in the heart of Old Town Pasadena, BrauHaus is redefining traditional expectations of a brow salon. Hidden in the middle of an urban alley off of East Union Street, the mid-century, modern space resembles a studio or gallery more than a salon. Its 1300 square feet of open space and minimal décor was created by interior design firm HARS Design. Combining classic brick elements with modern light fixtures, comfortable and eclectic stations and treatment rooms, BrauHaus is the epitome of accessibility with an upbeat vibe.

Brow shaping and makeup application with Zoey Van Jones range from \$40 to \$150, while brow shaping and makeup application with Ginny King, also from M.A.C. Cosmetics, range from \$30 to \$150. BrauHaus also offers painless-as-possible body waxing by Lucchese Luchsinger (\$30 for basic bikini, \$55/\$60 for playboy and brazilian). Bridal and special event makeup, private and offsite services are also



available.

For more details, please visit www.brauhauscosmetics.com or call 626-683-3308.

Additional Information:

BrauHaus Address

45 East Union Street (in Kendall Alley between Raymond and Fair Oaks).
Pasadena, CA 91103

BrauHaus Hours

Tuesdays, Fridays and Saturdays: 9am-5pm

Wednesdays: 10am-6pm

Thursdays: 10am-7pm

Bauhaus (BOU-hous):

A 20th century school of design and fine arts in Germany that started a modernist ideal that emphasized the concept of “form follows function.”

BrauHaus (BROW-hous):

A modern salon for brows that takes a nod from the Bauhaus modernism movement, in both the design of the studio and the artistry of its brow shaping services that stays true to the natural arch.

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