

# WWD FRIDAY

Beauty

## SNIPPETS

**SHOBHA OPENING:** Shobha is opening a new location at Columbus Circle in Manhattan on Tuesday. The salon, which specializes in hair removal, has been located in Midtown East and SoHo for the past six years. Some of its treatments include threading, waxing, sugaring and its signature all-natural Indian facial treatments. A month of "happy day deals" will be offered in honor of the new location, including packages of six treatments for a discounted rate, 2-for-1 bikinis, complimentary eyebrow threading with any waxing appointment and 2-for-1 eyebrows.

**BACK INTO BROWS:** The Queen of the Arch, Eliza Petrescu, has manufactured a line of products under her own name. With an expected launch date of October, her products have been reformulated to better match skin tones. The assortment will include eyebrow pencils, cooling gel, scissors, tweezers, sharpeners, eyebrow enhancers and eye shadow colors. Petrescu's products highlight, darken, color and enhance the eyes. Each product is designed to multitask. For example, the post wax cooling gel can also be used as eyebrow conditioner. Petrescu's products may be purchased exclusively through Exhale; Eliza's Eyes House of Brows in Southampton, N.Y., and exhalespa.com.



**BABY LOVE:** Chic Baby is giving baby boys and girls some love this fall with a set of fragrances, dubbed Love. Created by Corey Gelman, founder of Chic Doggie by Corey, the fragrance for girls consists of chamomile, lavender, lilies and floral, while the notes in the boy scent consist of citrus and mandarin. Chic Baby's Love fragrances are designed to enhance the natural smell of babies and can also be used on mothers. The company is currently in negotiations with FAO Schwarz, along with other high-end specialty retailers. The product is currently available for \$60 through lovechicbaby.com.

**BRUSH WITH GREATNESS:** Saks Fifth Avenue hosted their annual beauty event Brushes With Greatness on Wednesday. The evening featured one-on-one consultations with industry experts from over 20 brands including Chanel, Bobbi Brown, Clarisonic, Dior, Estée Lauder, GoSmile, Freeze 24-7 and ICS Skin Therapie. The event also included Cartier eyebrow threading stations, Clé de Peau facials, eyelash extensions by NARS, Steven Victor MD microdermabrasion and MAC floral applications. Guests who purchased over \$150 in products received an exclusive golden tote by Stephanie Johnson filled with samples and gifts.