

New beauty trend raising eyebrows

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Australians are becoming more interested in eyebrow transplants, according to a Hollywood cosmetic surgeon. Picture: David Sproule Source: HWT Image Library

A TREND has emerged in cosmetic surgeries, with hundreds of Australians flying to the US for eyebrow transplants.

Hollywood cosmetic surgeon Craig Ziering said he had treated many Australians, including celebrities, using a technique that transplants hair from the patient's head to their eyebrow area. "The number of international patients I have treated, including many Australians, has doubled in the past two years," Dr Ziering said.

The procedure involves taking a thin strip of donor hair from the back of the head, where hair is genetically programmed not to fall out. It is then dissected into microscopic grafts of one to four hair follicles and placed in the patient's brow area. After the treatment, patients will lose the transplanted hairs, before they grow back in three to five months.

Patients then have to trim the brows regularly, because the transplants grow at the rate of head hair.

"Unlike the flat appearance of eyebrow tattoos or eyebrow pencils which have been popular in the past, this treatment gives brows a much more dynamic, 3D effect," Dr Ziering said.

Australian make-up artist Sue Marshall said the popularity of the treatment reflected the strong economy.

"Because the Australian dollar is so strong, people now have access to Hollywood's finest and most skilled surgeons," Ms Marshall said.

Dr Ziering said the popularity was also due to the fact eyebrow loss does not discriminate.

The National Hair Institute of Australia however, performed two eyebrow transplant procedures last year.

Despite this, Dr Ziering said the popularity of the procedure was growing among Australians and the treatment would be embraced amazingly well here.

An eyebrow transplant from Dr Ziering costs between \$6000 and \$8000.