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Overtime the concept of beauty standards along with expectations of women continuously change. Expectations can assist on the way beauty is perceived in cultures to be desirable and appealing, forcing some women to make drastic changes to themselves and to modify their appearance and more to keep up with the ideal concept of beauty. Practices can help modify one's age or race as stated by Karchin "beauty has simultaneously served to actively define many aspects of these societies as well, including perception of mortality, gender, race, age, and class. (Karchin, 2023) In today's society there are various beauty practices being used by not only women but men with historical backgrounds and origins that could have been passed down in family for generations before gaining popularity.

A new method for restoring eyebrows in the long-term beauty industry is a procedure called microblading. Microblading is a semi-permeant technique used on the eyebrow to create the illusion of the brow to be fuller as well as defined, the process of microblading is similar to the steps of getting a tattoo, the brow area is outlined to achieve the perfect shape before numbing cream is applied due to slight discomfort to allow the aesthetician to utilize a pen with multiple needles and pigmentated ink to create small strokes to

mimic thin hairs gently scratch the dermis layer of the skin creating a pattern. Mentioned by Monjot Kaur Marwah “Microblading pigments are synthetic in nature. Unlike tattoo ink which is made of iron oxide and is dispersible, there are non-dispersible and hence difficult to retain unless the technique is correct.” (Marwah, 2021). As of 2023 according to the FDA colored tattoo inks have not been approved yet for cosmetic use due to the reason of the ink containing various components and can be harmful to the skin. After the procedure it takes approximately 10 days to heal during this time one would be suggested to avoid direct sunlight to keep the color of pigments from changing color and keeping the area clean. The dye utilized for the procedure differs from the one utilized in tattooing due to the fact that one’s body breaks down the ink causing fading weeks later as well as experiencing peeling, itchiness and scabs. Microblading became popular since it cuts the cost of constantly book appointments for waxing or threading along with the results being natural as possible as well as the treatment lasting for a couple of months estimating touch ups between 12 to 18 months. Microblading can be success to those who experience life changing illnesses such as cancer undergoing chemotherapy or those who suffer from hair loss.

Originating in Asia about 25 years microblading went under the term “eyebrow embroidery.” has been practiced in various places including China and Singapore. Microblading has a connection to the 1860 golden age when women became entertains as geishas. The geishas were known for their bold choices in make-up which consisted of a thick white base all over the face, red lipstick, various decorative hair clips/pins and

shaved or thinned eyebrows. Microblading probably can date back as far as Ancient Egypt when men and women used various pigmentations to enhance the appearance of their eyebrows. During this period in time Egyptians used various materials such as charcoal to achieve the look of elongated brows featuring a high arch which became a symbol of royalty and beauty. Today, most contemporary geishas prefer staying within the vicinity, ensuring that they are viewed with the greatest form of respect by Japanese citizens to not be solicited for photographs along with harassment. Over the years microblading has gradually become an essential for women in Europe along with the United States. Eyebrow microblading is important to this culture currently due to the lasting results cuts down the time one would spend constantly visiting threading or wax businesses which is usually last up to two to three weeks. Having a short knowledge of the history of microblading one is able to see how this long time beauty practice has become the new craze in the beauty industry being featured in one's "self-care" routine.

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