



-MY MICROBLADING BROW JOURNEY-

SYDNEY MICROBLADING BY LEILA SKANDA

HEY BEAUTY,

I'm Leila!

CERTIFIED PHIBROWS 3D MICROBLADING ARTIST, QUALIFIED MICROBLADING BROW TECHNICIAN, EYEBROW-ENTHUSIAST, SOULFUL MAMA, CROWN-FIXER & WELL, SOME LIKE TO CALL ME, THE BROW QUEEN!

I help my girls feel the very best version of themselves, fulfilling brow dreams whilst making you feel like the very *queen* that you are.

But life wasn't always perfectly filled and balanced.

Here's *my* microblading brow story...

When I was younger, I could never have guessed that one-day, **semi-permanent eyebrows** would be *this* important! Yet, fast-forward 34 years and now I know that *anything* is possible with a great set of brows.

Before my **microblading brow** journey started, I lived a life polar opposite to this one, that's right, I was smack-bam in the corporate grind, working in marketing and advertising. The path I chose was ambitious and well suited to me for years but the day me & my husband became parents and the moment we met the soul we had dreamt of for years, our lives as a couple, *completely* changed.

I tried to sustain my everyday norm, however, living life as a Mama, I soon learnt that no two days were to be the same. So, I hustled and grinded until my maternity leave and well, never went back!

I fell in love with my new life as a full-time Mama and did just that for 5 whole years. Our family of 3 soon turned into a family of 4 and then 2 years later into a beautiful family of 5. I was super Mum with 3 beautiful girls, loving every second of it! However, I often thought gosh, surely I can't stay at home forever? I always dreamt of having something of my own and it was far from my past life in the corporate grind...

When I look back on these days I remember how hard I worked with my family, how tired I was and how determined I was to be the very best in *whatever* I was doing, that's probably why I admire any Mamma or working woman that walks through my studio door, when we set our minds to it, I believe us women are capable of absolutely anything!

After mastering being Mama. It was time to master being Leila. I was a Mama itching to work whilst finding my true purpose. & well,

that's when I fell head over heels

for **semi-permanent eyebrows**.

THE BROW LIFE CHOSE ME

I grew up with a deep-seated passion for all things feminine, beauty, fashion & glam. I even went to a beauty school to get their information and enrollment forms in year 12. However, **my dad always told me that cutting nails and waxing vaginas wasn't a 'nice' job. Heck, he was probably right.** He said, do something corporate so as most daughters do, to make their parents proud, that's just what I did.

Knowing that I needed to take a step in a different direction to suit my life as Mama **AND** my life as Leila, I started to re-think my interests. Funny enough, one thing just kept popping up...

Fluffy fronts, clean arches and tails...

Whether it was overhearing girly chatter in my local coffee shop, the front page of my favourite magazine or the latest updates from my favourite vloggers - it was *always*, **HELLO BROWS**. I saw it as a message from the universe, and from there, **microblading brows** was on *my* agenda.

STRAND-BY-STRAND, MY LIFE BEGAN TO TRANSFORM

The more I researched **brows, microblading** *specifically*, the more I knew it was for me. I needed a job that would challenge me and give me purpose, the bonus? I would be making a difference to the very people in this world that deserve nothing less than brilliance - *women*.

I've always been the kinda' girl to uplift other girls, fixing crowns, cheerleading on the side, I've always known that when women support each other, *amazing things happen*.

So, my true **microblading** journey began with my first course in 2017. After week 1 it was more of a challenge than expected and, I'm not afraid to say, that I was far from the best in class. However, as the perfectionist that I am, **I never once thought of**

quitting.

I worked my ass off and did my homework, breastfeeding and practising **microblading brows** pretty much became my day-to-day. I loved being a Mum but I never wanted it to stop me. This Mamma was on a mission, a mission to change and show the world what us women can do! So, with a hella' lotta' drive and fire in my soul, I continued to be Mamma AND Leila - (one day, **Sydney's best eyebrow microblading artist!**)

When it came time to do my weekly food shop, I found myself buying an abundant amount of bananas, just so I could practice my brow strokes at home! - No really!

“Mum, can I have a normal banana without the eyebrows today for school?” My poor babies would ask me!!

I knew that with great eyebrows came great responsibility and with that, oh, and a billion brow bananas later, I was ready to practice on the real thang! So... I started advertising for free models.

I WAS HELPING WOMEN BE THEIR OWN KIND OF BEAUTIFUL, THROUGH REALISTIC EYEBROW MICROBLADING

Girls came in their numbers and soon I realised that, *no matter what*, when my clients left with a smile on their face, that was the *real* success. With the help of all these patient, encouraging and trusting women, I was fast improving day-by-day!

From one **Sydney microblading** course to another, I was progressing and passionate about the life my heart and soul were guiding me towards.

Whilst falling in love with the process and the people along the way, my perfectionism within a year in the PhiBrow academy, got me noticed and appointed a royal artist title.

Going from the bottom of the class to one of the top, knowing that all my hard work was acknowledged - well, that was **HUGE!**

2 years later and today I'm living out my dream, working from my own Sydney microblading studio in Moorebank, and another in Tanya Gorg Salon in Monterey, living a life perfectly balanced, between my dream job and my dream family. My passion for microblading eyebrows proves boundless, whilst my determination towards helping women transform their look with perfectly tailored eyebrows is second-to-none.

Keep the brows full and the standards high - that's *my* motto.

I was always taught to never stop learning, so, I'm always improving my microblading brow skills when it comes to the latest courses on the market, after all, women who invest in themselves go further, right?

THE BEST PART OF BEING A MICROBLADING ARTIST IN SYDNEY?

I help women put fire in their souls with a killer pair of semi-permanent brows, and the rock-solid confidence that comes with them!

Good brows, good mood, good day. When you support a small biz you're supporting a dream - so, thank you all!

If there is one thing my eyebrow microblading journey has taught me it's that,

BEHIND EVERY STRONG BROW IS A STRONG WOMAN, don't you agree?

This is my first ever blog post and more to come soon! Comment below with what you'd like to hear from me in the weeks that follow. Thanks hunnies for reading!

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