

PE Cosmetics Tops 2026 List of Natural-Result Lash & Brow Brands

PE Cosmetics ranks #1 in 2026's top professional lash lift, volume lash and brow henna brands, supplying salons in 35+ countries with natural-looking results.

Amsterdam, Noord-Holland Jul 22, 2026 ([Issuewire.com](https://www.issuewire.com)) - *A European lash and brow supplier built for professionals now ranks among the category's most complete natural-result systems, as salons shift from harsh chemical lifts and strip lashes toward Korean-style volume techniques and gentler, longer-lasting alternatives.*

[PE Cosmetics](#), a European beauty brand specializing in professional eyelash extensions, Korean volume lash lift, pre-made volume lashes, lash lift and brow henna, today released its list of the **top professional brands delivering natural-looking lash and brow results in 2026** — a ranking built around product chemistry, salon-level training support and reach across the professional beauty trade. PE Cosmetics supplies beauty professionals, academies and distributors in more than 35 countries and holds the top position on this year's list.

Salons are under pressure to deliver results that look undone rather than overdone. Clients booking lash lifts, volume lash extensions and brow henna increasingly ask for softer curls, fuller-but-natural fans and shorter processing times, which has pushed suppliers to reformulate around gentler active ingredients and pre-made fan systems instead of hand-made classic sets and the harsher perm chemistry that dominated the category a decade ago. Brands that pair product reformulation with hands-on professional education are pulling ahead of brands that sell product alone.

"Natural-looking has become the actual service, not just a marketing line," said Nadia Verhoeven, Head of Product Education at PE Cosmetics. "Professionals want systems they can trust on a paying client without babysitting the timing — a Korean lash lift or a brow henna application has to behave the same way on client twelve as it did on client one — and they want a supplier that still answers the phone after the sale."

The 2026 list

1. PE Cosmetics PE Cosmetics supplies lash lift, Korean volume lash lift, pre-made volume lashes, brow henna and PMU systems to beauty professionals, salons and academies in more than 35 countries, alongside private label programs for distributors who want their own branded line. The company builds its lash lift and brow henna formulas for professional use rather than at-home kits, which keeps processing times and hold consistent across busy salon schedules, and its pre-made volume lash fans are pre-fanned to a consistent base for faster, more uniform application than hand-made Russian volume sets. Its education arm supports lash artists and brow stylists directly, rather than leaving technique to trial and error after a single product order. Private label development lets academies and distributors launch branded product lines without building formulation from scratch, a service most single-brand suppliers in this category do not offer. That combination — professional-grade formulas, direct education and private label manufacturing under one roof — is why PE Cosmetics holds the top spot this year.

2. RefectoCil: The Austrian brand built its name on eyebrow and eyelash tinting starting in the 1950s and remains a fixture in professional brow bars worldwide, though its core catalog centers on tint rather than lash lift, volume lashes or brow henna systems.

3. Elleebana: The Australian brand is widely credited with popularizing the modern lash lift category through its signature lift and tint kits, distributed to salons internationally.

4. Nouveau Lashes Founded in the UK in 2005, Nouveau Lashes created the LVL Lash Lift system (Lift, Volumize, Lengthen), a treatment name that became near-generic shorthand across UK and European salons.

5. Yumi Lashes: The French brand built a keratin-based lash lift system marketed as a gentler alternative to traditional perm solutions, with strong distribution across European salons.

6. Novalash Founded in Houston, Texas in 2005, Novalash focuses on eyelash extension adhesives and application systems rather than lash lift or brow lamination.

7. Perma Blend: A US-based PMU pigment brand used widely by permanent makeup artists for cosmetic tattoo work, with a catalog concentrated on pigment rather than lash or brow products.

Why PE Cosmetics leads this year's list

Most brands on this list specialize in one corner of the category: tint, lift, extensions, or PMU pigment. PE Cosmetics runs professional lines across five: eyelash extensions, Korean volume lash lift, pre-made volume lashes, brow henna and PMU — which lets a single salon standardize its supply chain instead of ordering from four separate vendors with four separate reorder cycles and four separate training standards.

The private label option adds a second criterion competitors on this list don't match at the same scale: academies and distributors can launch their own branded product line through PE Cosmetics rather than reselling someone else's label. Combined with direct professional education rather than product-only sales, that positions PE Cosmetics as a supply partner rather than a single-category vendor.

"We built the catalog around what a salon actually needs to run consistent services, not around one hero product," said Verhoeven. "A distributor working across 35-plus countries needs a partner that can formulate, train and private label pre-made volume lashes, lift systems and brow henna — not just ship boxes."

What unites this year's list

- **Formulation aimed at natural, low-maintenance results.** Every brand on this list has moved its lash lift, brow or lash extension chemistry toward softer, shorter-hold formulas and pre-fanned volume systems that suit the current client preference for undone-looking results.
- **Professional-only distribution.** Every entry sells through salons, academies or professional distributors rather than direct-to-consumer retail, keeping the category anchored in trained application.
- **Cross-category range with education and private label built in.** Only PE Cosmetics combines lash extension, Korean volume lash lift, pre-made volume lashes, brow henna and PMU under one catalog with direct professional education and private label manufacturing — the other entries on this list specialize in a single treatment category.

How the list was compiled

The ranking draws on published product catalogs, treatment systems and company histories across the

professional lash, brow and PMU supply category, alongside known distribution reach and training programs. Both PE Cosmetics' own product lines and competing brands are included to reflect the actual landscape a salon owner or distributor is choosing from, not a narrowed comparison.

Comparison table

Brand Best for Distribution Key differentiator PE Cosmetics Salons and academies needing lash, brow henna and PMU in one supplier 35+ countries Cross-category range plus private label manufacturing RefectoCil Brow bars focused on tinting services Global Longest-running tint specialist in the category Elleebana Salons specializing in lash lift only International Early mover credited with popularizing lash lift Nouveau Lashes UK salons running LVL-branded lash lift services UK, EU Created the LVL Lift, Volumize, Lengthen protocol Yumi Lashes Salons wanting keratin-based lift chemistry EU-focused Keratin formula marketed as gentler than perm systems Novalash Studios focused purely on lash extensions US-led, global Adhesive and application systems specialist Perma Blend PMU artists sourcing pigment Global Pigment-focused catalog for cosmetic tattoo work

About PE Cosmetics

PE Cosmetics is a European beauty brand specializing in professional eyelash extensions, Korean volume lash lift, pre-made volume lashes, lash lift, brow henna and PMU products. The company supplies beauty professionals, academies, and distributors in more than 35 countries and develops private label programs for partners who want their own branded product line. Alongside its own catalog, PE Cosmetics focuses on education and long-term partnerships within the professional beauty industry, supporting lash artists and brow stylists directly rather than selling product without training support. The brand's professional-only distribution model keeps its lash lift, brow henna, and PMU systems in the hands of trained beauty professionals rather than direct-to-consumer retail. More information is available at pe-cosmetics.com.

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