

01 | **LASH TRANSPLANTS**
PERMANENT SURGICAL SOLUTION

HOW AGE AFFECTS YOUR LASHES

Hair growth from head to toe changes with age, and just as skin cells begin turning over at a slower rate over time, the hair follicles replenish at a slower rate as well. In addition, the growth phase of the individual hairs diminishes, which means the hairs grow for shorter periods, making them unable to grow as long.

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THE BEST WAYS TO GET

LONGER LASHES

01 | **LASH TRANSPLANTS**
PERMANENT SURGICAL SOLUTION

Eyelash transplant surgery is an option for women who are unable to grow their own lashes due to hair follicle injury caused by trauma, chemotherapy or burns. Atlanta facial plastic surgeon Theresa Jarmuz, MD, says, "I almost always take the least invasive approach first, because eyelash transplants are a surgical procedure with risk involved." That said, in the appropriate patient, lash transplants are a nice option. During this two-hour procedure, a small section of hair and skin is taken from a donor site on the back of the head before 30 to 50 individual hairs and roots are transplanted to the eyelid under local anesthesia with oral sedation.

The transplanted hairs fall out over the first two to three weeks and then regrow. Because these implanted lashes act like the hair on your head, they need to be trimmed periodically, and since hairs are taken from the back of the head, women with very curly or coarse hair may not be candidates. Risks associated with the procedure include infection, abnormal growth patterns (hairs may curl the wrong way) and possible rejection of the transplanted hairs.

COST *Approximately \$3,000 per lid*

RESULTS SEEN IN Implanted lashes fall out after several days, but regrow three to four months later. Full results can be seen in nine months to a year.

RESULTS LAST Permanently

INSIDE tip

Lash-stimulating products can also be used on the eyebrows to fill in gaps from overplucking or age-related brow loss.

02 | LASH EXTENSIONS

INSTANTLY LONGER LASHES

COST \$150-\$350

RESULTS SEEN
Instantly

RESULTS LAST
Touch-ups are necessary every four to six weeks, or they begin to fall off.

If you like the idea of instantly longer, thicker lashes, extensions may be the solution for you. But, there are some special considerations when it comes to extensions. First, look at photos of the lash professional's work, since they'll need to have an aesthetic eye to achieve beautiful results. Also, ask what kind of glue they'll use (you want something formaldehyde-free) and make sure you get a single extension per lash as opposed to "bundles" to minimize breakage of your natural lashes caused by the weight of the extensions. There are some dos and don'ts to help them last. Do try not to sleep on your face, since the pulling can lead to loss of lashes. Don't get your lashes wet for the first three days, and avoid thick eye creams and oil-based products like cleansers and makeup remover. Some women report feeling the extensions at first, but they get used to them quickly.

BEFORE



AFTER



Semi-permanent extensions with NovaLash. Treatment performed by Karina Freedman at Dr. Marina Peredo's Spatique Medical Spa; Smithtown, NY.

03 | LASH STIMULATORS

TOPICAL AT-HOME BEAUTY PRODUCTS

Not to be confused with mascara, which colors the lashes, eyelash-enhancing products aim to lengthen and strengthen, and are often applied with a brush-like tool at the base of the lashes. "Women of all ages like the idea of bigger, thicker hassle-free lashes," says Dr. Jarmuz. "Today's topicals can really do the trick for increased growth and thickness of the eyelashes." The first lash stimulators that hit the market a few years back contained an active ingredient called prostaglandins, which, although originally used in glaucoma medication, had the unexpected side effect of enhancing lash growth. But concerns over safety—since the FDA does not regulate the use or concentration of active ingredients in over-the-counter products—along with a patent infringement lawsuit filed by Allergan (who uses the ingredient in their prescription glaucoma medication and their prescription lash stimulator, Latisse) led to the reformulation and introduction of new products containing blends of peptides and herbal extracts that work by stimulating the hair follicles, leading to lash growth. For maximum results, these products should be applied to the lash line nightly like liquid eyeliner.

RESULTS SEEN IN
Four to six weeks

RESULTS LAST
As long as the product is used. If you stop, lash growth returns to its previous rate, and longer, darker lashes eventually fall out.

LASH STIMULATORS



hair-growth herbs

Chockfull of biotin, amino acids and iris extract, **LashFood** features 100-percent natural active and herbal ingredients for longer, darker lashes. It's recommended for twice-a-day application, both in the morning and at night. Similar to other lash stimulators, results may be apparent in a few weeks, with continued improvement over time. \$129, lashfood.com



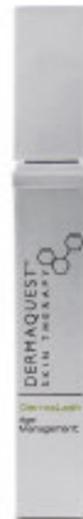
condition with copper peptides

Harnessing the power of copper peptides (a proven increaser of hair-follicle size), **Neova Advanced Essential Lash** uses a paraben-free formulation to deliver stronger, thicker lashes while you sleep. In one study, 96 percent of users saw increased lash length in as little as three weeks. \$140, essentiallash.com



an improvement on the original

Jan Marini single-handedly created the lash-enhancement product category, and **Marini Lash**—a prostaglandin-free version of the original—uses a proprietary peptide blend to boost lash length, while adding volume and thickness. \$160, janmarini.com



line while you lengthen

Packing a powerful lash-stimulating punch with a pop of color, **DermaQuest DermaLash Color** is a one-of-a-kind eyeliner—the only one in the group that's recommended for daytime dramatics. Its peptide complex is said to increase blood flow to the hair follicle for increased strength, length and nourishment. \$95, dermaquestinc.com



doing good and dramatic results

Courtney Cox, Debra Messing and countless other celebrities love **Revitalash**, and for good reason—it works. Ophthalmologist Michael Brinkenhoff, MD, originally developed this lash conditioner after his wife experienced lash loss due to chemotherapy, and the company donates a portion of sales to a variety of breast cancer initiatives. \$150, revitalash.com



application with a twist

With a tripeptide complex, glycoproteins and a blend of antioxidants, plant extracts and hair conditioners, **B. Kamins Eyelash Fortifier** prevents lash loss by purportedly slowing down the aging process of the cells. The unique applicator is in the shape of a pen—just twist the tube and the gel comes out of the narrow tip. \$90, bkamins.com



nourish at night

Nourish and condition—while making lashes appear longer, fuller and thicker—with **Peter Thomas Roth Lashes to Die For**. Applied at nighttime, the vitamin-rich cream solution contains a unique proprietary lash-stimulating complex in a nonirritating water-based formula. \$125, sephora.com

A PRESCRIPTION FOR LONGER LASHES

Latisse, Allergan's new prescription lash growth product, received FDA approval at the beginning of the year. Latisse contains the prostaglandin analog bimatoprost (which was originally used as a glaucoma drug), and studies have shown significant lash growth within 16 weeks when the product is applied along the lash line. Featuring sterile single-use-per-eye disposable applicators, Latisse was approved for the treatment of hypotrichosis of the eyelashes—a condition where a person has an inadequate amount of eyelashes. \$120 for a 30-day supply, visit latisse.com for information

04 | MASCARA INNOVATIONS

TEMPORARY SOLUTIONS

TUBE MASCARAS

The latest innovation in lash-lengthening products, “tube” mascaras deposit product around the lashes in tubes, offering waterproof and smudgeproof volume and length. Instead of oils and waxes, these mascaras use flexible polymers that form a film that’s longer than the actual lash, giving the appearance of increased length. And with multiple coats, you can build up the lashes more and more. The upsides of these mascaras are that they are flake- and smudgeproof, and the tubes come off easily with a little warm water. The downsides (to some) are the tube residue that can be left in the sink after washing, and the mascaras’ inability to add significant thickness to the lashes—but a few cosmetic companies have come up with a solution. When paired with a plumping primer, people may start to ask if you’re wearing extensions.



CELEBRITY
favorite



REBECCA ROMIJN

primer from the pioneer

Blinc Mascara is often credited as being the product that started the tube trend, and although the name has changed (it was formerly known as Kiss Me Mascara), the dramatic lash-lengthening results remain. The easy-to-remove mascara leaves no residue behind—you literally see the tiny residual tubes in your hand when you wash it off with warm water. For maximum drama, pair with **Blinc Lash Primer**, which not only boosts volume, but also conditions and protects the lashes with a formulation rich in vitamin E. \$25 and \$16, blincinc.com

two-step approach

L'Oréal Paris Double Extend Beauty Tubes Mascara takes a two-pronged approach to giving the look of false lashes that easily wash away at the end of the day. Apply the nourishing basecoat (it's white to ensure an even application) immediately before the tube topcoat, and you can have lashes that are up to 80-percent longer and last all day. \$11, lorealparis.com

BREAKTHROUGH APPLICATORS

Good mascara application is as much about the brush and bristles as it is about the formula. It's the bristles that lift and separate the lashes, while ensuring equal coverage. But what do the latest innovations really do, and how do they work?

high-tech brush design

When you want instant gratification, look no further than **BeingTrue's Hy-Performance Mascara**. Its patented brush—which has stiffer and wider bristles than other brushes—helps comb out clumps and separate lashes. And the paraben- and gluten-free formula contains unique ingredients, like natural shellac sourced from the fir tree, wheat amino acids and panthenol, which combine for long-lasting humidity-resistant flake-free wear that doesn't irritate sensitive eyes. \$22, spalook.com

motor magic

Last year brought a lot of buzz regarding “vibrating” mascaras, as new product introductions from Lancôme and Estée Lauder hit the market. Now, there appears to be a new contender in the ring. **Prescriptives Motor-Eyes Instant Action Mascara** promises curl, volume and color—without clumping—via the power of a spinning brush. As an added bonus, the formula contains pantethine and panthenol, which condition and coat the lashes, keeping them soft. QVC began offering the mascara earlier this year; look for an expanded offering mid-April. \$32, prescriptives.com