



## Eye-catching lashes promise a youthful look

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It seems like every time you bat an eye, a new product hits the market promising sultry, come-hither lashes.

From vibrating brushes to "tubes" mascara -- which, as the name alludes to, seals your eyelashes in a coating that eventually flakes off in tubes -- there are all sorts of eye-catching applications to choose from. The latest is Latisse, the first FDA-approved medication to make lashes longer, darker and thicker. It is available by prescription.

"The whole eyelash boom is about maintaining the youthful look of the face," says Robin Haney, owner of A'propos day spa in Nashville, Tenn., which offers eyelash extensions and RevitaLash, an eyelash conditioner that stimulates hair growth. "Our facial skin gets thinner over time, but so do our lashes. One of the signs of youth is long, full eyelashes. Everyone wants to look young. That's the reason these products are so popular."

But do they work? In some cases, maybe too well.

Stacey Rhodes, who uses and sells RevitaLash at her store, Stacey Rhodes Boutique in Brentwood, Tenn., says: "One customer told me her lashes got so long she had to trim them."

### Latisse

The claim: The liquid solution applied to the base of the eyelashes causes them to grow longer, thicker and darker.

Cost: \$120 for a 30-day supply.

How long it takes to apply: Seconds, but results may take eight to 16 weeks.

How long it lasts: As long as you keep applying it.

Where to buy it: Prescription only, check with a dermatologist or plastic surgeon.

The results: "There are a lot of products out there, but this is the only one that has been scientifically proven to work," says Dr. Brian Biesman, director of the Nashville Centre for Laser and Facial Surgery, who plans to offer the product.

### Tubes mascara

The claim: Encases individual eyelashes in a coating for a longer, thicker look.

Cost: L'Oreal's Double Extend Beauty Tubes, \$11.

How long it takes to apply: Seconds.

How long it lasts: All day.

Where to buy it: Drugstores, such as Walgreens.

The results: The tester says it was thicker than regular mascara and a good bargain for the money.

### Vibrating mascara

The claim: The battery-powered applicator vibrates to provide 360-degree coverage around each lash.

Cost: Lancome's Oscillation, \$34. Estee Lauder's TurboLash, \$32.

How long it takes to apply: Seconds.

How long it lasts: All day.

Where to buy it: Department stores, such as Macy's.

The results: The Lancome product is a thick, good-quality mascara, but the tester felt the vibration was too gimmicky and didn't add to the results.

### RevitaLash

The claim: An eyelash conditioner applied like liquid eyeliner that makes lashes grow longer and thicker.

Cost: \$150 for tube, which typically lasts six months.

How long it takes to apply: Seconds. Results occur within three to 10 weeks.

How long it lasts: As long as you keep applying it.

Where to buy it: Select stores. To find locations go to [www.revitalash.com](http://www.revitalash.com).

The results: "It takes about 60 days to start seeing results," says Rhodes. "Then out of the blue my eyelashes just started growing."

### Xtreme Lashes Eyelash Extensions

The claim: Professionals attach synthetic eyelash strands one-by-one to a client's real lashes, for a total of 60 to 120 extensions per eye.

Cost: \$250-\$600.

How long it takes to apply: 1 1/2 to 2 hours.

How long it lasts: Up to two months.

Where to get it: Select salons. To find locations go to [www.xtremelashes.com](http://www.xtremelashes.com).

The results: "People say, 'What did you do to your eyelashes? They look great,'" says Debbie Roberson, of Nashville. "I get compliments all the time."