



Sat, Mar 21 2009 | [0 Comments](#)

Lashes to Lashes

By: LuxFash

Nicole Kidman and Janice Dickensen made 2007 the year of Botox, while Jessica Simpson and Angelina Jolie made 2008 the year of lips. 2009 is all about lashes.... And thankfully you don't have to have any harsh medical procedures to attain this look, although there's no shortage of those options available. According to Cosmo, 81% of guys say the first thing they notice in a female is her eyes. Long lashes have also forever been associated with femininity and seduction. As the old tale goes, with one proper bat of your lashes and you can make any guy fall in love. Marilyn Monroe always had the same look- a very simple eye with nude shadow and kohl liner, with long eyelashes that get thicker towards the outside of the eye.



In the 60's lashes really took on a new level when icons like Twiggy lead the mod movement with chunky exaggerated top and bottom lashes. The 70's Halston/Studio 54 glamour brought very heavy strip lashes and cat eyes. The 80s brought bold lashes with (gulp) heavy colorful shadows, while the 90's was about simplicity and flirty, natural looking lashes. So far, this decade has been about extravagance. Who can forget Jennifer Lopez's \$5000 red fox fur eyelashes or Madonna's \$11,000 diamond and mink lashes? These days, celebrities like Kim Kardashian and Christina Aguilera rely heavily on false lashes to create sexy eyes, even when hitting the gym. "Many women denote their eyes as their best feature," says Jane Kim, founder of LashFood. "Long, full eyelashes have always symbolized femininity and exudes Hollywood glamour."

If you're not naturally blessed with great lashes, we've broken down some of the top options.

False Eyelashes: False lashes are the most cost effective and quickest way to accomplish the look. Application is easier than you think and after a few practice sessions it should only take under one minute per eye. The full strip lash is the easiest to apply. Simply hold the last against your own eyelashes. If the fake lashes extend wider than the eye, make sure you trim the excess. Apply glue either to the base of the eyelash strip or on the back of the hand and run the strip along it. Gently blow on it for a few seconds to allow the glue to get "gummy" then apply the strip to the base of your own eyelashes. Gently pinch down on the inner and outer corners of the strip. Make sure the strip is glued to the base of your lashes on the skin and not to your actual lash hairs. Hold the lash on for about 20 seconds. Once it's dried you can curl the eyelash and apply a few coats of mascara. That's it! Try not to get discouraged if you don't get it right away. It takes steady hands and a few attempts. Makeup artists and many false lash enthusiasts recommend applying individual lashes for a more custom, natural look. Usually this is done using tweezers and takes a bit more practice than a lash strip.

LuxFash likes:



Vincent Longo 'La Dolce Vita' Lashes \$14



MAC 'Hello Kitty' Lashes \$12



Shu Uemura Smoky Layers Lashes \$25



MAC 2 Lash \$12



Laura Mercier 'Glamour Faux' Lashes \$22



Andrea Starter Kit \$4.84



Revlon Fantasy Lengths Lashes \$5.49



Maybelline Expert Lash Kit \$5.59



Sugar Flirt Lashes \$5



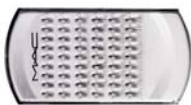
Viktor + Rolf for Shu Uemura Rhombus Couture \$95



Viktor + Rolf for Shu Uemura Swirl Couture Lashes \$95



Shu Uemura Premium Velvet Feather Lashes \$50



MAC 30 Lash Kit \$12



Shu Uemura False Eyelashes Flare \$16



Ardell Duralash Flare \$2.22

At-Home Products: There are many lash products on the market that claim to help condition and grow lashes after daily application. We like LashFood, a product that conditions lashes to be thicker, longer and darker in just 2 to 4 weeks. Their ingredients include herbal extracts, Biotin, an essential vitamin, and Arginine, an amino acid, which promotes the natural growth and strength of eyelashes and eyebrows. LuxuryFashion is giving away one LashFood Conditioning Kit, a \$109 value! Simply e-mail your full name, date of birth and address to contests@luxuryfashion.com. We also like Sovage's Eyelash Maximizer Serum.



LashFood Conditioning Kit \$109



Sovage Eyelash Maximizer Serum \$90

Semi-Permanent Extensions: The look of a full, long set of natural looking can be achieved by visiting a salon for semi-permanent eyelash extensions. In a process that usually takes between 60-150 minutes, individual synthetic lashes are applied one-at-a-time directly to the existing eyelash. Up to 120 individual lashes might be used per eye. The look will remain almost indefinitely, so long as you go back in every 2 to 4 weeks for touch-ups as your own lashes shed on a daily basis. The initial cost of this is a bit steep (between \$250 and \$600+) with touch-ups at around \$75 to \$150. Xtreme Lashes is a leader in the lash extension industry and in addition to carrying a line of products, their web site has a great [directory of trained eye lash extension professionals in your area](#).

Eyelash Implants: Ahhh yes, what kind of world would this be if you couldn't have something surgically corrected? If all else fails, you can pay around \$2800 per eyelid to have 20-60 hairs imbedded into the eyelid. Hair follicles are taken from the scalp and sewn into the eyelid. Sexy. This procedure was originally developed for people going through chemotherapy. For more information on this surgery [click here](#).

Prescription: If surgery doesn't do it for you, you can always try **LATISSE**, the first FDA-approved prescription eyelash enhancer that claims to permanently elongate and thicken your eyelashes after a few weeks use. Much like a "cure" for restless leg syndrome it might be just another niche the pharmaceutical industry is trying to profit from. But hey- they were savvy enough to hire eye makeup extraordinaire Anastasia Soiree of Anastasia Beverly Hills as their spokes person, so maybe it's worth a try.

Other Tools of the Trade:



Shu Uemura Flase Eyelash Applicator \$55



Lancome False Lashes Adhesive \$8



MAC Duo Adhesive \$8

Fake It 'Til You Make It: If all else fails, there are some great mascaras on the market that will give you a bit of lash:



Smashbox Limitless Lash Mascara \$22



Jane Iredale Longest Lash Mascara \$32



Lorac Publicity Stunt Mascara \$19



Elizabeth Arden Ceramide Lash Extending Mascara \$20



Lancome Definicils Mascara (Allure Beauty Winner) \$24



Christian Dior Diorshow Mascara \$24



Yves Saint Laurent Everlong Mascara \$28.50



Maybelline Great Lash Waterproof \$4.49



MAC Zoom Lash Mascara \$12