



Welcome To

COUGAR CANDY STORE

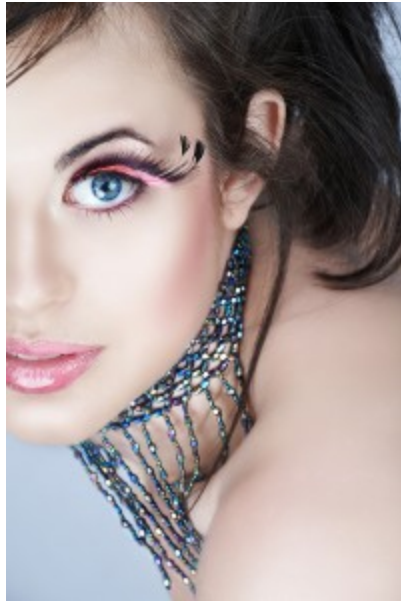
Social Site: Meet Fabulous Women and Charming Men.

What Big Eyes you Have!



Written by **Elizabeth**

June 22, 2009



"Oh, grandmother, what big eyes you have!" said Little Red Riding Hood to the big, bad wolf (not knowing that she was not in fact speaking to her dear old granny). I won't continue with the story since it's safe to assume that we're all familiar with this Grimm fairytale. Let's forgo macabre and move on to makeup, shall we? Setting poor, dear old granny aside, and knowing we'll never truly know what her eyes looked like, the big, bad wolf got Little Red Riding Hood's attention, and now he's got mine. With his naturally dark lined eyes, I can only say that I do in fact agree that a little eyeliner goes a long way! But big, beautiful lashes are a sure fire way to be the center of attention. Google "hot lashes" and you'll be immediately directed to a site called (appropriately) <http://www.hotlashes.com/> where you can pick up a heated eyelash curler. And didn't you know? Beautifully curled lashes will make your eyes appear more open, creating an instant lift and highlighting the beauty of your eyes.

With all the makeup trends and latest and greatest eyelash enhancers, how's a girl to choose? Twiggy was known for her long, amazing lashes as well as her thin frame. False lashes were the tricks of the trade in the 60's to achieving sexy eyes and they still continue to be an important staple in the beauty world. But it seems that not only are we stuck in the "be as skinny as Twiggy" trend, we're not really shakin' this false eyelash trend either, are we? Xtreme Lashes by Jo Mousselli (1.877.BIG.LASH) is an option if you are looking for a dramatic change. These are single strands of synthetic lashes that are applied to your own natural lashes. Xtreme Lashes are semi-permanent and are offered in Natural, Eyelighting and Extreme options. There is also a new product available that can help to grow lashes longer. Read more about it here: <http://health.yahoo.com/experts/skintype/14573/fda-approves-product-to-make-eyelashes-grow-longer/>. While these enhancement options are obviously one way to approach improving your peepers, most women don't have time to fuss with partial or full sets of fake eyelashes on a daily basis. A good mascara, then, may really prove to be one of the most important items in your makeup bag.

As Maybelline's slogan teases, "Maybe she's born with it. Maybe it's Maybelline." Or is it Clinique? Perhaps Blinc? Maybe even Givenchy? There are so many to choose from! Beauty websites like makeup artist's choice allow you to purchase professional grade makeup <http://www.makeupartistschoice.com/> if you are looking for something extra special. Fast Lash, for example, is a makeup artist favorite and is used as an enhancer. First a coat of mascara is applied, then Fast Lash, then another of mascara. The resulting color will be that of the mascara. (Fast Lash is not recommended for those with sensitive eyes or for contact lens wearers.)

To be quite honest, I've never really given too much thought to mascara, and I often go with Maybelline's Great Lash or Clinique's Long Pretty Lashes Mascara. But just this week I came across an article about "power" mascaras in the *how to spend it* magazine of the *Financial Times*. Yes, the *Financial Times*! Now, when you read about mascara in such a formidable publication, you know it's gotta be somethin'. Who knew mascara was such a big deal?! Apparently, it is. The article profiles Givenchy Phenomen' Eyes Mascara, Clinique High Impact

Curling Mascara, Lancôme Oscillation and others, and proclaims vibrating mascaras as the most hotly anticipated cosmetic product of last year. Even drug store brand cosmetic lines such as Maybelline are jumping on the power mascara bandwagon. Maybelline is now offering Pulse Perfection Vibrating Mascara which promises to transform lashes to perfection with 7,000 vibrations a minute. See: http://www.maybelline.com/whatsnew/pulse_perfection/index.aspx#/landing

Mascara can be found in all sorts of colors and formulas, but now they not only exist to lengthen, volumize and curl lashes as traditional formulas are intended to do, they are intended to create panoramic lashes. Phenomen' Eyes is designed with a small, round brush that gets to each lash in order to coat completely, but is a bit too dramatic for everyday use. Guerlain's Le 2 de Guerlain Two-Brush Mascara features a double-ended tube to achieve a 360° degree look. One end has a standard size brush, while the other is a more petite, angled version for the finer, smaller lower and outer lashes. Here's another recent *Financial Times* article about mascara if you'd like to read further: <http://www.ft.com/cms/s/0/cbaf9a5e-1fe1-11de-a1df-00144feabdc0.html>

Some beauty brands, like Kiehl's, have cult followings. Heavily focused on customer satisfaction, Kiehl's recently released a natural mascara that also conditions lashes called Marvelous Mineral Mascara. Blinc, known for its Kiss Me Mascara is often selected as "Best of" in Beauty mags hot products lists. This tube-technology, water-resistant mascara forms tiny water-resistant "tubes" around your lashes for maximum amplification and hold, rather than painting them like conventional mascaras. You may be a devotee to a certain name brand or a particular mascara formula. Whatever your preference for lash building, you're sure to find a formula and brush that works right for you. Don't be afraid to experiment, but DO keep your eye out for the big, bad wolf.

Elizabeth Hawk

View [Elizabeth's Profile](#)