

Crowdsourcing for the lashes sticks

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Crowd fusion. US eyelash extensions brand Xtreme Lashes says it racked up hundreds of entries from its clients - beauty professionals - for a \$1,000 crowdsourced name contest for a new extension adhesive.

"It was our first experience with crowdsourcing but based on the success we had, it won't be our last," says company founder Jo Mousselli. "The buy-in was instant as our clients read and reread all the information we had sent them about the adhesive to find inspiration for their submissions. They're very educated about it now, excited to try it out and eagerly anticipating the launch."

Not that the \$1,000 absolutely did the trick. While the beauty pros themselves voted 'Fusion' the best name, Xtreme felt the need to tweak the result, and the new sticky will be tagged 'FlexFusion'.