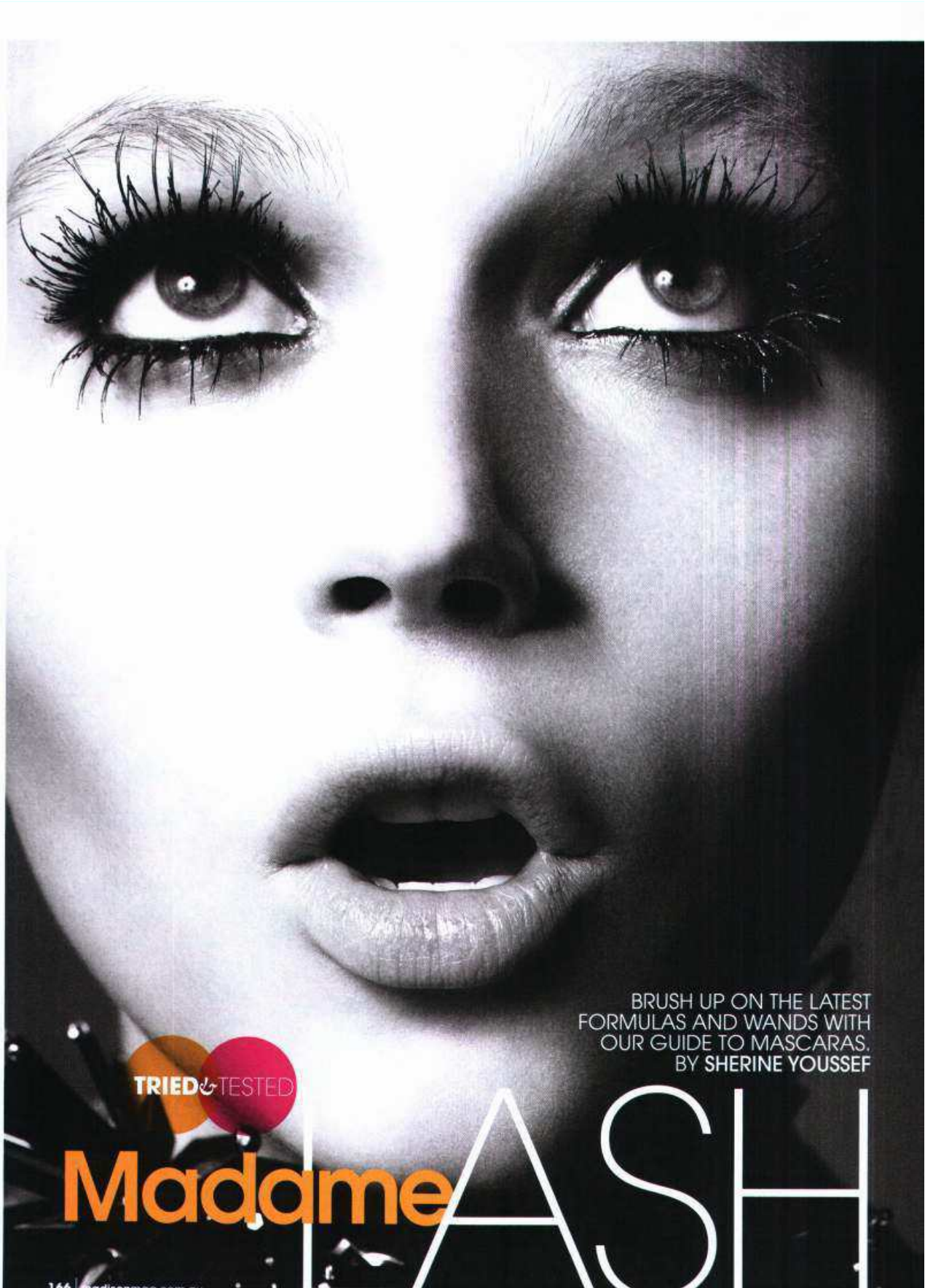


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BRUSH UP ON THE LATEST
FORMULAS AND WANDS WITH
OUR GUIDE TO MASCARAS.
BY SHERINE YOUSSEF

TRIED & TESTED

Madame ASH

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BEAUTY

VOLUMISING		<p>1. Mascara Volume False Lash Effect, \$52, by YSL, 02 9931 8888. "A super-thick formula for that doe-eyed Twiggy look." <i>Louise, deputy editor.</i></p> <p>2. Double Density Maximum Volume Mascara, \$40, by Elizabeth Arden, 1800 015 500. "This both pumped up and darkened my lashes so that my eyes truly popped." <i>- Bella, sales coordinator.</i></p> <p>3. False Lash Effect, \$24.95, by Max Factor, 1800 181 040. "With multiple coats, this made my lashes look thicker and longer but not chunky. They resembled good false lashes!" <i>- Sarah, national sales manager...</i></p>
DEFINING		<p>1. Inimitable Intense Mascara, \$52, by Chanel, 02 9900 2944. "This non-clumpy mascara lasted the whole day without flaking. It also worked wonders on my usually hard-to-define lower lash line." <i>- Irene, junior fashion editor.</i></p> <p>2. Tailored Eyes Defining Mascara, \$27.95, by JK Jemma Kidd, kilcosmetics.com.au. "The skinny brush coated the small hairs. Unfortunately it also smudged under the eyes." <i>- Katrina, contributing beauty editor.</i></p> <p>3. Perfectly Defined Mascara, \$48, by Bobbi Brown, 1800 061 326. "This formula gave precise separation to the entire lash line. As an added bonus, it also lent a nice curl to each lash." <i>- Rachel, acting fashion director.</i></p>
CURLING		<p>1. Peep Show Madame Curl Curl, \$33, by Napoleon Perdis, 1800 814 572. "The wand curled the lash and it stayed intact all day. TIP: Allow the formula to dry completely to avoid lash markings under the brow." <i>- Anna, digital content manager.</i></p> <p>2. Wonder Perfect mascara, \$42, by Clarins, 02 9663 4277. "It added a natural, noticeable curl to my long but straight eyelashes." <i>- Leanne, senior sales executive.</i></p> <p>3. The Mascara - Curling, \$52, by Kevyn Aucoin, meccacosmetica.com.au. "This nicely curled and defined my lashes and I layered two coats without it clumping. The easy-to-remove tubing formula was the icing on top." <i>- Sherine, beauty editor.</i></p>

Eyelash eye-Q

WE ASKED MAKE-UP ARTIST ALLISON BOYLE FOR TIPS ON GETTING THE MOST OUT OF YOUR MASCARA

BEST TIPS FOR FLAWLESS APPLICATION? "Get rid of excess mascara on the tip of the wand by wiping on a tissue or angling the wand as you remove it from the tube, then apply using a zigzag motion from root to tip. Apply a second coat before the first one is dry. To remove clumps, run a clean mascara wand through lashes."

SHOULD I APPLY MASCARA ON MY BOTTOM LASHES? "Yes, but use a lighter application than you would on top. I coat the lower lashes using the very tip of the wand vertically. If you have dark circles, avoid adding any darkness to the area."

TRY: 1. Bottom Lash Mascara, \$28, by Clinique, 1800 556 948, has a teeny-tiny brush and a smudge-proof formula.

NO MATTER HOW WELL I TAKE OFF MY EYE MAKE-UP, I STILL WAKE UP WITH PANDA EYES. HELPI! "This often occurs with waterproof mascaras, which can be very difficult to remove. Using an oil-based eye-make-up remover, soak a cotton pad and press onto the lashes for a few seconds before cleansing. Also soak a cotton bud in remover and sweep it into the lash roots."

I OFTEN LOSE LOTS OF LASHES WHILE REMOVING MY MAKE-UP. HOW CAN I AVOID THIS? "Be extra gentle on your lashes. Try

to avoid waterproof mascara, which is difficult to remove."

TRY: 2. Biocils Efficet Anti-Chute Eye Make-up Removal Care, \$39, by Biotherm, 1300 668 450.

WHY IS IT SO IMPORTANT TO TOSS OUT MASCARAS AFTER THREE MONTHS? "The formula will dry out and can start to break down and flake into the eye. Also, bacteria can build up, making the mascara unhygienic."

ANY TIPS FOR THOSE WITH SENSITIVE EYES? "Stick with hypoallergenic or basic formulas that aren't thickening or lengthening, as these tend to have fibres in them that can irritate the eye. The fewer the ingredients the better."

TRY: The creamy Volume Glamour Ultra Care Mascara, \$20, by Bourjois, 1800 181 040.

ANY OTHER TIPS? "Don't curl your eyelashes after mascara as the lashes can stick to the curler and may even break off."

TRY: 3. Turbo Lashwand heated eyelash curler, \$35, by ModelCo, 02 8354 6700. →



BEAUTY

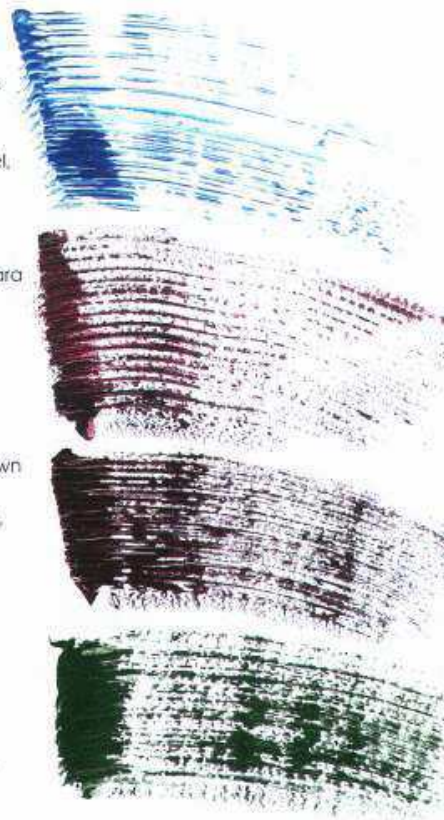
Colour chameleon

MAKE YOUR PEEPEERS POP WITH A COLOURED MASCARA THAT COMPLEMENTS YOUR EYE TONE



- If you have **brown eyes**
- If you have **green eyes**
- If you have **blue eyes**
- If you have **hazel eyes**

- TRY: Blue or green mascara
 Inimitable Intense in Marine, \$52, by Chanel, 02 9900 2944.
- TRY: Purple mascara
 Bad Gal Plum, \$38, by Benefit, 02 8353 5000.
- TRY: Purple or brown
 Phyto Mascara Ultra Stretch in Deep Brown, \$70, by Sisley, 1300 780 800.
- TRY: Green or purple mascara
 Mascara Singulier in Deep Green, \$52, by YSL, 02 9931 8888.



TUBING

Tubing mascaras are made from a flexible polymer for a sweat, tear and smudge-proof formula, yet are easy to remove with just a few splashes of water.



1. **The Ultimate Mascara, \$45, by Becca, 02 8399 1274.** "I loved the easy removal process – no more panda eyes!" – *Alexandra, sub-editor.*
2. **Mascara, \$38, by Blinc, blinc cosmetics.com.au.** "I have sensitive eyes and this didn't irritate at all. It washed off easily with warm water and didn't leave any traces on my eyelashes. The brush added length but, alas, not volume." – *Angela, picture and production editor.*
3. **Double Extension Beauty Tubes Technology, \$28.45, by L'Oréal Paris, 1300 659 259.** "I'm constantly rubbing my eyes out of habit, so this was good as I wasn't left with smudgy eyes during the day. And it was very easy to remove." – *Nicole, senior fashion editor.*

NOURISHING



1. **Marvelous Mineral Mascara, \$36, by Kiehl's, 02 9931 8888.** "No clumpy fibres here – just a natural finish that lasts all day. My lashes were softer both when I was wearing it and when I removed it." – *Alexandra, deputy features editor.*
2. **Provitamin B5 & Rice Bran Mascara, \$35.95, by Korres, kitcosmetics.com.au.** "This didn't settle in clumps, smudge, make me look like a drag queen or involve scrubbing my eyes red raw to remove. The first mascara I have ever truly loved!" – *Janine, deputy chief sub-editor.*
3. **One Coat Nourishing Mascara, \$20.95, by Almay, 1800 025 488.** "The formula was heaven for my sensitive eyes." – *Micheline, creative promotions manager.*



BEAUTY

LENGTHENING

1. **High Lengths Mascara, \$38, by Clinique, 1800 556 948.** "The bow-shaped brush subtly coats each lash with a thin layer of lash-lengthening, flake-free formula. Very easy to apply and remove." – *Clair, senior features writer.*
 2. **Double Wear Zero-Smudge Lengthening Mascara, \$48, by Estée Lauder, 1800 061 326.** "This lengthened my stumpy lashes and really went the distance, from the 7am application right until bedtime. And no smudging!" – *Lisa, senior sales executive.*
 3. **Lash Blast Length, \$17.95, by Covergirl, 1800 181 040.** "This lengthened my lashes significantly. The brush was easy to manoeuvre and did a great job at separating the lashes." – *Sally, business analyst.*

LASH ENHANCING

The conditioning formula aims to **strengthen** and extend the natural growth cycle of lashes, leading to a **reduction in lash loss.**

1. **Lash Accelerator, \$17.95, by Rimmel London, 1800 812 663.** "I noticed a slight decrease in the amount of lashes I normally lose. The mascara also separated my lashes well." – *Jessica, assistant brand manager.*
 2. **Renewal Lash Serum, \$25.45, by L'Oréal Paris, 1300 659 259.** "I noticed less lashes on the cotton wool when I removed my make-up at night." – *Marina, fashion editor.*
 3. **GrowLuscious Mascara, \$19.95, by Revlon, 1800 025 488.** "This was really gentle and I lost less lashes than usual." – *Sinead, lifestyle stylist.*

WATERPROOF

1. **Great Lash Waterproof, \$15.95, by Maybelline New York, 1300 369 327.** "There are good reasons why this is still a cult product – it simply works beautifully and stays put. A great staple for everyday use." – *Lizzie, editor.*

2. **Phenomen' Eyes Waterproof, \$49, by Givenchy, 02 9695 4800.** "Even on steamy days, this didn't budge. The round head allowed me to coat every lash and didn't leave them 'crunchy'." – *Sophie, editorial coordinator.*

3. **Full & Flirty Waterproof Fake Lash Mascara, \$30, by Bloom, 03 9421 0200.** "This easy-to-use mascara lasted all day without flaking, but didn't offer much else in terms of added length, curling or volumising." – *Jess, intern.*

CLEAR

1. **Peep Show Madame Crystal, \$33, by Napoleon Perdis, 1800 814 572.** "I took this on holiday and loved that I still got definition and length without worrying about a panda-eye disaster every time I jumped in water." – *Lauren, lifestyle market editor.*
 2. **Brow and Lash Mascara, \$15.95, by Natio, 03 9415 9911.** "Easy and mess-free, it gives a hint of curl and a lash lift without that dark mascara look. Perfect for the 'natural girl'." – *Carly, acting art director.*
 3. **Extender Lash Mascara in Clear, \$10.95, by Australis, 1300 650 981.** "It's weightless and leaves lashes with a glossy sheen and a barely-there look." – *Stephanie, beauty and living director.*

VIBRATING

1. **Ôscillation, \$65, by Lancôme, 02 9931 8888.** "Length, separation and volume – this delivered on all counts. The wand coated lashes in seconds. It was a little tricky to remove – it definitely wants to stay put!" – *Nadia, digital content coordinator.*
 2. **Diorshow 360, \$65, by Dior, 02 9695 4800.** "The revolving brush rotates to coat, lift and curl and lasted all day without smudging. It was hard to remove though." – *Lara, fashion office coordinator.*
 3. **Pulse Perfection Vibrating Mascara, \$23.95, by Maybelline New York, 1300 369 327.** "It was easy to use, with only one coat needed, and it came off effortlessly." – *Sally, advertising production coordinator.* →

The **pulsating** wand gets deep into the lash bed to coat each hair from **root to tip**, offering **volume, definition, length and curl in one step.**

BEAUTY

CUSTOMISE



With adjustable dials, these allow you to tailor your mascara look

1. Haute & Naughty Lash, \$42, by M.A.C, 1800 613 828. "The thicker brush layers lashes heavily while the thinner brush is perfect for a lighter day look. It didn't smudge and was easy to remove – a rare duality." – *Kate, writer and special projects producer.*

2. CustomEyes Mascara, \$23.95, by Revlon, 1800 025 488. "Choose from two settings: length and volume or length and definition. While both looks were similar, I loved that the formula didn't flake and came off easily." *Sandy, designer.*

3. Spectra Lash, \$22.99, by Avon, 1800 646 000. "The first level was good for daytime; the second and third settings more dramatic for evening." – *Amanda, marketing director.*

GLOSSY

1. Lash Siletto, \$19.50, by Maybelline New York, 1300 369 327. "This gave my lashes an even coating, giving them a lift that was quite subtle and natural-looking but with a distinct hint of dewiness. Ideal for daytime wear." – *Justine, creative director.*

2. Naturally Glossy Mascara, \$34, by Clinique, 1800 556 948. "This did exactly what it promised – it gave my lashes a glossy coat. It's great for achieving that 'natural' look but is probably best for those who already have thick lashes." – *Natalie, NSW sales manager.*

3. Le 2 de Guerlain Mascara Volume, \$63, by Guerlain, 02 9695 4800. "There was one brush for volume and curl and another for a lacquered topcoat. The brushes were ideal for those hard-to-get tiny lashes – and the finish was super-glossy." – *Kerry, designer.*

Fringe benefits ESTÉE LAUDER'S ANNE CARULLO TALKS BRISTLES, WANDS AND WHAT'S HOT

WHAT'S THE DIFFERENCE BETWEEN A VOLUMISING, CURLING, LENGTHENING AND DEFINING MASCARA?

"In volumising mascara, we look for a wide-spiralled brush that allows for enough formula to flow through the gaps and flood the lash. It's also important that the bristles are sturdy and resilient so the formula can really comb through the lashes to avoid clumping. Curling mascaras usually have more gel formulation in the base, and the bristles tend to be round and have curves in them to lift and separate the lashes. Lengthening and defining mascaras are the same thing to me as they usually have high-density bristles and a thin, fluid formula. The brushes tend to be very dense with a very tight wand which combs each individual lash."

WHAT'S THE NEXT BIG THING IN MASCARA?

It used to be that you would wear one kind of mascara, and now, depending upon the mood you're in, you can change your look and get different effects. We will always continue to develop formulas that volumise and thicken the lashes, but we now also have the opportunity to create new effects on the lashes. I would love to see lashes look very, very glossy, lacquered like a

patent leather, and I would love to be able to make it look like the tips had little diamond pearls on the ends of them." (That sound you just heard? **madison** beauty director Stephanie Darling squealing with anticipation.) "That has not been possible before, but now we have so much available to us in terms of new formula bases, fibres, pearls and brushes, that the opportunity to create a new effect with lashes is very real, and that's what we're working on right now."

WHAT MAKES ESTÉE LAUDER MASCARAS SO UNIQUE?

"Every one of our brushes is unique, patented and exclusive, specially shaped and designed to maximise and heighten the performance of the product. Our formulas are also extremely finetuned so that they provide a very specific performance, whether it's lengthening, volumising or curling. For example, with our new Sumptuous Extreme Mascara (\$52, 1800 061 326), we wanted to take everything to the extreme to create fabulous red-carpet lashes, so everything was maximised, from the jet-black colour, to using three fibres, to the brush being triple the size of the Sumptuous Bold Volume Lifting Mascara brush."

COMPLETE YOUR EYELASH TOOLKIT



- 1. Rub Fan Brush No.22, \$26.95, by Smashbox at Kif Cosmetics, kifcosmetics.com.au, over your mascara wand and brush onto lashes. The taut bristles will keep lashes separated and clump-free.**
- 2. A travel bag essential, wipe off make-up with Glam Balm Wipes, \$25, by Rodial, 1800 811 611.**
- 3. The cult favourite: Eyelash Curler, \$40, by Shu Uemura, 02 9931 8888.**
- 4. Oil-Free Eye Makeup Remover, \$10.99, by Neutrogena, 1800 678 380; strong enough for waterproof formulas but gentle enough for contact-lens wearers.**
- 5. Nourishing Mascara Base, \$45, by Shiseido, 1800 225 032 – for all-day wear.**
- 6. Run Brow Lash Comb, \$7.95, by Elite, 1800 181 040, through lashes to eliminate clumps.**
- 7. Applied before bedtime, Marini Lash Eyelash Conditioner, \$240, by Jan Marini Skin Research, 03 9571 9990, encourages growth. **m****

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