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Bring back the lashes

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Dhav Naidu

Now I am sure you have pondered over what is the best mascara on the market. If I know you at all, you want long, luscious lashes that create a gale when you blink. They should start a million conversations and even silence Invidia, the Roman goddess of envy.

And to achieve this you need a mascara that is easy to use and remove, long-lasting, lengthening, volumising, thickening, curling, well designed and, if it is not too much to ask, cooks your dinner and does the washing!

In reality, no mascara can do all the above just yet. If such a holy grail was available, why do beauty companies keep flooding the market with new mascaras?

Mascara was first developed by Eugene Rimmel in the 19th century but it wasn't until 1913, when T. L. Williams mixed coal dust and Vaseline for his sister Mabel's lashes, that it became popular.

The product was such a hit that they decided to sell it as Maybelline (Mabel + Vaseline). It was, however, Max Factor, the father of modern cosmetics, who improved mascara to what we know now as a great product in a tube.

Modernists argue that it's the brush and not the formula that makes the mascara a godsend. Purists tend to believe the opposite. Whatever camp you belong in, keep in mind that mascara is not a magic wand – it has to work on the lashes you were born with.

Bargain heaven BYB Mascara Jet Black (\$4.95). Great brush, great colour and price.

Mass appeal Maybelline Great Lash (\$15.95). An oldie but a goodie. The mascara that started it all, and after several decades it is still going strong. I love it but wish they'd change the tube.

Great volumisers Cover Girl LashBlast Mascara (\$18.95) another new launch that promises great fat lashes and you know what – it delivers.

Ere Perez Natural Almond Oil Mascara (\$28.95) is tear-proof and formulated with organic almond oil. The mascara strengthens and lengthens lashes without smearing or flaking. A cult hit.

All natural Physicians Formula Organic Wear 100% Natural Origin Mascara (\$24.95) is formulated with organic soy, olive and orange oils, aloe and cucumber to soothe, nourish and strengthen lashes. The packaging and tube are 100 per cent recyclable. This is a product with a conscience.

Best all-rounder Guerlain Le 2 de Guerlain 2 Brush Mascara (\$63) are two award-winning mascaras for the price of one. The tube, the brushes and the formula are to die for. It is like carrying a little piece of architecture with you everywhere.

Best innovator Givenchy Phenomen Eyes (\$49) is the innovator's innovator when it comes to mascara. The brand has rethought the brush, and hordes of women around the world agree on how effective it is. You have got to try it to believe it.

New favourite Lancôme Hypnose Precious Cells Mascara (\$52). Lancôme has long been the forerunner in the mascara arena, and this launch is no exception – perfect brush, formula and results.

Great waterproof Shiseido The Makeup Lasting Lift Mascara (\$45). This is pure futurism – a polymer that prevents lashes from drooping even with the application of multiple coats and a waterproof formula that resists perspiration, tears and oil. C'est terrifique.

Certified organic Phyt's Organic Mascara Multi-Effets (\$49). France's favourite certified organic brand is slowly but surely conquering Australia. This mascara is no exception. It contains sesame, jojoba and macadamia oils



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and vitamin E.

The find

Talika Paris Eyelash Lipocils (\$52) is handy when divine providence did not give you the lashes you crave. It is a serum to help grow and strengthen lashes. Before you get all excited, let me tell you that it does not happen overnight and you will not get instant lashes that rival Penelope Cruz's, but it does help weakened and thinning lashes. Follow the instructions carefully. This product is taking the world by storm and many are trying to copy it. A firm cult favourite. www.smiink.com.au

The scoop

Vera Wang Anniversary Eau De Parfum (50ml/\$130, 100ml/\$170) is a melody of flowers captured in a simple yet stylish flacon. At the heart of the fragrance is gardenia, rose absolute and orange blossom with a subtle mix of amber and cedarwood. Renowned for bringing wedding fashion to dizzying new heights, Vera Wang is now quietly conquering the fragrance world. This September, Vera Wang Parfums has teamed with David Jones to celebrate the 25th anniversary of its flower show and this parfum is available for a limited time at selected David Jones stores.

Editor's Pick

[Ere Perez Natural Almond Oil Mascara](#)

I am so in love with this brand. Everything about it is just perfect, from the colours to the formulations and the ethics behind it. Ere Perez's mascara does not promise you the world but it will give you perfect, glossy, dark lashes at every use. It doesn't hurt to know that the formula also helps to nourish and strengthen the lashes with each use.

Perfect lashes every time

- Use a lash curler. The best is Shu Uemura Lash Curler (\$40). Do not heat it, as some will suggest, just place it as near to your lash line as possible and squeeze hard;
- Looking down without closing your eyes and lifting your brows with a finger always helps to get a perfect curl. This takes a bit of practice;
- Use a thin eyeliner brush to apply some black liner near your lash line. You do not have to be precise. Think of it as covering the bald spots so it makes your lashes look darker and thicker;
- Black mascaras are best for lashes;
- Give your lashes one coat of black mascara and a quick lick of dark-blue mascara at the ends for the illusion of length;
- As much as beauty companies promise you the world, there is no mascara that does everything. So pick a mascara to target your main concern; and
- For truly traffic-stopping lashes, try false lashes – M.A.C. Cosmetics has some terrific ones and Shu Uemura's Lash Bar in David Jones is an absolute find.

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