



Lash LENGTHENERS

Those long, lush lashes you've always wanted may only be a prescription away. Here's all you want to know – and more – about the new trend in eyelash growth stimulators.

LASHING OUT may be the surprise trend of the year — yes, even during the economic slump. “Once in awhile, something really cool comes along in cosmetic surgery — something that’s affordable, safe, works well and has no recovery time,” says Joe Niamtu III, D.M.D., F.A.A.C.S., ITK advisor. What’s this “cool” new product? Latisse — the first and only FDA-approved product that enhances eyelashes.

HERE'S HOW IT WORKS: Latisse stimulates eyelash follicles in the resting stage to transition to the growth phase and keeps them in the growth phase longer. To lengthen lashes, apply one drop to a clean eyeliner brush (provided with product) and brush through the lashes. One drop is enough for all four sets of eyelashes.

RESULTS are apparent within four weeks. But be forewarned: You must continue treatments on an ongoing basis to maintain results. Why? Because, like the rest of the hair you have, your eyelashes grow according to a hair growth cycle (they grow, fall out, and grow again).

\$120, by prescription only.



iTK You don't need to have a prescription, though, or a bona fide medical condition, to stimulate your eyelashes to grow — if you're willing to pay for it. There are numerous products available that claim to help your eyelashes grow thicker and longer. So, check it out — and if you have doubts or concerns, ask your dermatologist or ophthalmologist what product might best suit your particular needs. 

Jan Marini Eyelash Intervention

Non-prostaglandin proprietary peptide blend combined with other essential factors. Apply gel with applicator brush in a thin line, along upper lashes at the root area as you would eyeliner. \$160.

RevitaLash

Eyelash conditioner. Apply RevitaLash once a day as you would a liquid eyeliner. Within three to 10 weeks, says the manufacturer, your own natural eyelashes will look longer, thicker and fuller. \$150.

MD Lash Factor by Procyte

Cosmetic eyelash conditioning product. Physician-formulated MD Lash Factor says it will improve the appearance of natural lash length, fullness and thickness. \$140.

Neova® Advanced Essential Lash by Procyte

Lash conditioner formulated with copper. The third most abundant trace metal in the human body, copper is essential to hair health. Formulated with patented AHK Copper Peptide Complex® technology, botanicals and essential amino acids.  \$140.

LiLash by Cosmetic Alchemy

No-salt, non-irritating formula applied daily as a liquid eyeliner. According to the company, LiLash will change your lashes within several weeks. \$140.

Renew Eyelash Revitalizer by Rogze

For thinning and brittle lashes, it is a highly concentrated and effective serum that gently encourages new and stronger growth, according to the manufacturer. \$80.

Skin Research Laboratories neuLash

With highly potent polypeptides and an abundance of powerful ingredients, neuLash promotes healthy, natural lash growth, says the company, while improving the overall appearance and condition of lashes. \$150.