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.

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.