



Mascara Guide

Use this guide to learn of the different lash types, and the products that will bring out the best in your lashes, plus our top ten application tips

Guidelines For Picking The Best Mascara (For You):

There are two main elements to consider when picking mascara; what type of lashes are you working with, and what is the desired result?

Mascara companies generally market their products based on desired results i.e. "[lengthening](#)", "[volumizing](#)", "[curling](#)", "[bold](#)", "[dramatic](#)", "[natural looking](#)", "[waterproof](#)" lashes, etc. , sometimes a combination of several.

Their mascara formulations in combination with the type of wand being used, is what determines the results.

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Lengthening mascara

Lengthening mascaras focus on formulations that are less dense, with ingredients for easy glide and smooth even coverage that will reach the very tips (mascara application that effectively builds on the very tips is key to lengthening eyelashes). To assist with this, the wands tend to have bristles that are shorter and in more tightly packed groups, to ensure that every lash gets well coated in mascara, from base to tip.

Best suited for...

This type of mascara is great for those with reasonably thick eyelashes, short or long, because the emphasis is on lengthening and maximizing each lash. Clumpy looking mascara is generally avoided by choosing this type of formulation and wand.

The best mascara for this job?

Laura Mercier Long Lash Mascara | \$50



[click here to buy](#)

Laura Mercier Long Lash Mascara extends and precisely separates the thinnest, shortest, hard-to-reach lashes by expertly scooping up and lengthening each lash while delivering the right amount of product to enhance the eyes.

The perfectly engineered brush is long and thin and allows you to be able to grab and elongate each individual lash. An innovative stretch formula lengthens, separates and curls each lash making lashes appear longer in just two strokes. Long-wearing, water-resistant and smudge-proof the formula contains rich dark pigments to enhance lash colour for maximum drama. The long lash mascara is Clump-free, fiber-free, paraben-free and ophthalmologist tested so is suitable for contact lens wearers.

Volumizing Mascaras

Volume building mascaras build thickness to the lashes creating a stronger visual presence. With that in mind, the formulations have building ingredients like polymers and waxes that will help build on the lashes, as they are coated. The wands for this task tend to have longer, fine, evenly spaced bristles for maximum quantity and even coats.

Best suited for...

This mascara is great for small, sparse, fine and fair lashes as it is designed to build presence with color, thickness and lengthening.

The best mascara for this job?

DiorShow Extase Mascara | \$52



DiorShow Extase is the mascara for extraordinarily volumised lashes. It provides built-in treatment benefits and high-impact lashes in a just a single stroke. The spherical-shaped Black Pearl Pigments create a 3D volume effect and the exclusive Metamorphosis Powders expand in size by up to 50% after application. It also has moisturising properties in the formula to protect and repair lashes.

The brush is designed for performance and contains an Exclusive Duo of Fibers. The Black Elastomer Fibers brush out and define the lashes for panoramic fringe and the Gold Nylon Fibers hold and deposit formula, generously coating each lash for high-impact volume.

Curling Mascaras

There a number of mascaras out there offering curl. Curling the eyelashes gives a wide-eyed look, creating larger looking, dramatic eyes. The formulation is thicker because of ingredients for hold and shape, like polymers. The wand will have bristles tightly spaced to help in the upward curl motion.

Best suited for...

If you have difficulty using eye lash curlers, this is a great option. Also, if you found the

mascara brushes awkward in the past the curve shape in this type of brush, may be more feature friendly to your eye shape.

The best mascara for this job?

Estee lauder Illusionist mascara | \$48



[click here to buy](#)

Estee Lauder Illusionist is intense mascara that gives dramatic curling for a wide-eyed bambi effect. It power shapes your lashes with up to 160% more curl.

It has an advanced aerodynamic gel formula with innovative curling polymers that gives lashes weightless seductive curves without stiffness or flaking.

New pigment technology creates intense black impact shades that absorb light and surround your eyes in the beauty of deep, rich luxe colour. The Illusionist mascara is fragrance free and Ophthalmologist-tested.

Bold And Dramatic Mascaras

Choosing the best bold and dramatic mascaras are really about the resulting style desired. Formulations like this will offer it all; volume, length, intense color etc.. and use names that will help indicate they are glamorous and bold.

Best suited for...

Individuals who desire a bold makeup style and don't mind the look and feel of heavier mascara. The nature of your own lashes will help direct you in your product choice. Additional products, like false eye lashes, and other lash enhancers will help very sparse, small eye lashes achieve a bold look. If you have reasonably full lashes, start with this type of mascara, and take it a step at a time. We also recommend using this type of Mascara as a second coat, using the best suited mascara to your lash type first to define, to then really intensify and dramatise your lashes.

The best mascara for this job?

Lancome Hypnose Drama | \$52



[click here to buy](#)

Lancome Hypnose Drama is the ultimate instant-dramatic mascara for a bold look. It creates full body, high-volume lashes in a single stroke. The full contact brush, with its S-shaped curve, grasps and loads lashes for a fanned out, eye-popping, full body fringe. It works its magic on tiny lashes and dramatises corner lashes other brushes miss. Lancome's luxurious new complex features highly saturated waxes and intense black pigments for maximum lash oomph.

The triple-coating system with caring Pro-Vitamin B5 delivers a fluid and creamy application to quickly and easily build big, battable lashes. The Hypnose drama is fragrance free and doesn't clump or flake. It's Ophthalmologist and allergy tested and safe for contact wearers.

Natural Looking Mascaras

Natural Looking Mascara is the counter point to Dramatic Effects Mascara. The end style desired is enhanced, thicker, longer lashes that still look and feel soft, light and natural. Formulations need to have qualities that allow for high definition, length and volume without getting clumpy.

Best suited for...

Individuals who first of all like a more natural, less detectable look, and/or have sensitive eyes.

The best mascara for this job?

Clinique Naturally Glossy Mascara | \$34



[click here to buy](#)

Clinique naturally glossy mascara is a beautiful mascara to give natural definition and colour to lashes. Its gel-based formula defines lashes naturally, lengthens, glosses and enhances. Even after applying multiple coats, lashes stay silky, flexible, clump and flake-free. The naturally glossy mascara is Ophthalmologist tested.

Best all round Mascaras

These mascara's are our best choice as the best solution for thickening, lengthening and volumising.

Lancôme Hypnose Mascara | \$52



[click here to buy](#)

Lancôme hypnose is the answer if you want a mascara that can do it all. It thickens, lengthens and volumises at the same time for an all round glamorous set of lashes.

Hypnose increases the volume of your natural lashes up to 6 times. With each stroke, the patented powerful brush intensifies lashes from root to tip. Exclusive, fluid SoftSculpt formula, enriched with Vitamin B5, wraps lashes one luxurious layer at a time without smearing, smudging or clumping. Coming in a range of colours, it's the mascara that is sure to suit everyone.

Clarins Wonder Perfect Mascara | \$52

The Wonder Perfect Mascara is a 3 in 1 mascara which delivers volume, length and curl. Natural plant waxes of



[click here to buy](#)

Carnauba and Rice: give the texture high thickening power.

A "lash conditioner", based on plant cellulose obtained from Sugar Cane, helps to protect and repair the lashes. Lashes are coated in an ultra-flexible film which thickens them from root to tip. They are visibly longer and curled while remaining light and supple. A high concentration of pigments creates an intense colour effect, from the base of lashes, to give a beautiful eyeliner effect. The Wonder perfect mascara is just that, perfect.

Waterproof Mascaras

Most brands offer a waterproof version of their best selling mascaras and are excellent for events and activities that will involve water, such as swimming, sweating, crying... Waterproof mascara is not recommended for daily use. Even the best waterproof formulations, because of their staying power, can be drying to the lashes and create considerable wear and tear. When using waterproof mascara it is recommended to invest in a primer to keep lashes from becoming dry and brittle.

Best suited for...

Events and activities that will involve water ie. swimming, sweating, crying....

Boosting your Mascara

Diorshow Maximiser | \$48



Another way of boosting any mascara is by using a primer on your lashes first. Diorshow Maximiser, a lash pumping serum by Dior \$48 is used for exactly this. Giving your lashes an XL boost. Not only does it thicken and curl your lashes instantly it conditions your lashes all day long This innovative mascara base maximises the result of any mascara. Estee Lauder, Clinique and Lancome also do a priming product – those with brittle lashes (that fall out easily) would do well to invest!

Curl and Separate those lashes!

Laura Mercier Eyelash
Curler | \$30

Curling lashes adds an eye-opening, awakening effect to the eyes
Accentuates any eye look, whether you prefer a natural or dramatic



look.
The easel-style handle flips down to provide the perfect amount of pressure. Cushiony pad adds lasting curl without grabbing or pinching. Curled lashes open eyes up to give the illusion of bigger bolder eyes.

Top Ten Tips

Tip #1: How to apply mascara properly

Mascara application with a three-step process:

- Step 1: Zig Zag the wand left to right at the base of lashes. As it's the mascara placed near the roots not the tips that gives the illusion of length.
- Step 2: Pull the wand up and through lashes, zig zagging as you go. This will separate the lashes and add definition.
- Step 3: Close the eye and place the mascara wand on top of lashes at the base and pull through to remove any clumps and add extra length.

Tip #2: Keep lashes from clumping.

Lash combs are great invention and keep lashes glob-free and perfectly separated. Apply the mascara at the base, then zig zag the lash comb through to the tips of your lashes. If a lash comb is just too much hassle in your routine, prevent clumps by removing excess mascara from your wand with a tissue before application.

Tip #3: Do NOT pump wand in and out of the tube.

This only introduces air into the tube, which will cause your mascara to dry out sooner than it should. To get more mascara onto your wand, swirl it around instead of pumping.

Tip #4: Mix mascaras

A trick to make lashes pop is apply one coat of lengthening mascara, followed by one coat of thickening mascara. Using another mascara before a dramatic one such as Lancôme hypnose drama or Diorshow Extase mascara makes for a super bold affect.

Tip #5: Don't shy to try different colours

Black works for everyone but can be harsh on light-skinned blondes or redheads. For a softer look try a brown or graphite colour and save the black for a more dramatic night time look.

Tip #6: Bend the wand

Bend your wand at a right angle to get make an easier application. To do this simply place your wand on the top of the mascara and push down to bend.

Tip #7: Use a mascara primer

Primers coat lashes and separate them before you apply mascara, they create a more bold and striking look. They also help to protect the lashes as they have moisture benefits.

Tip #8: Only keep for a three months period

Mascara's lifespan is three months, after this time it's time to part with it and purchase a new one. This is important as mascara is going to close to your eyes and they are precious; you want to avoid putting any bacteria near them.

Tip #9: Doing multiple coats

Make sure if you're doing multiple coats you do it before the mascara dries to avoid clumps and that brittle look.

Tip #10: Use an eyelash curler

Apply your mascara as instructed, and then wait till it dries and use an eyelash curler to open up the eyes and create that big bright eye look.

Tip #11: Never share your mascara

Mascara should be a sacred product in your beauty bag that isn't shared among friends. Sharing mascara can lead to more bacteria in the mascara and possibly result in an infection.



In the opinion of our
Beauty Editor, Tammi:

"Mascara is the make-or-break product of your beauty bag. Go bare and you'll still feel half asleep. Working on the computer all day means I often touch my eyes, so I need a mascara that doesn't rub off when touched. Clinique High Impact Curling mascara is best for me because it goes on and dries fast, curls my already-thick lashes to perfection and isn't too 'BOOM' for the workplace. It took me a long time to find that mascara, and now I adore it. You should take time to find what suits you, and when you find one, stick to it!

At night, I like to mix things up. A slick of lengthening mascara here and two slicks of volumising mascara immediately after turn my lashes from daytime dreary to disco diva. The key to looking sexy, rather than smutty? Don't apply the volumising mascara to your bottom lashes - they'll only look fake and anything that doesn't look natural (even if it looks naturally magnificent) isn't worth putting on."

bella hart
beauty emporium

a: 151 Rokeby Road, Subiaco WA 6008 | **t:** 08 9381 4424

e: info@bellahart.com.au | **w:** bellahart.com.au