

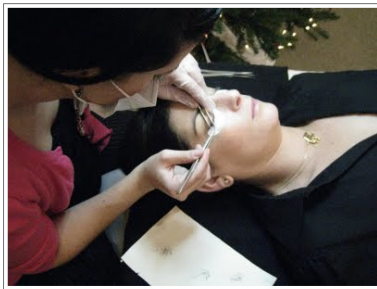
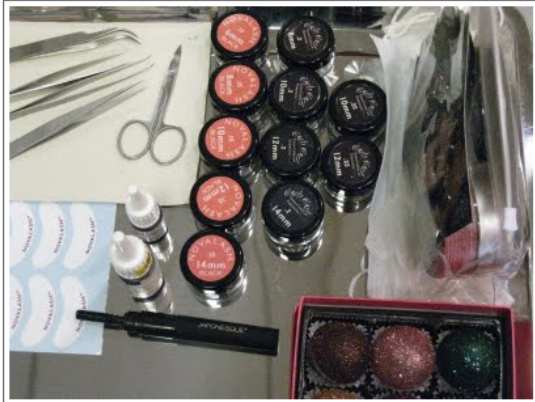
BEAUTY INDUSTRY GIRL

THE B.I.G. SCOOP ON PRODUCTS, TREATMENTS AND TRENDS



THURSDAY, DECEMBER 10, 2009

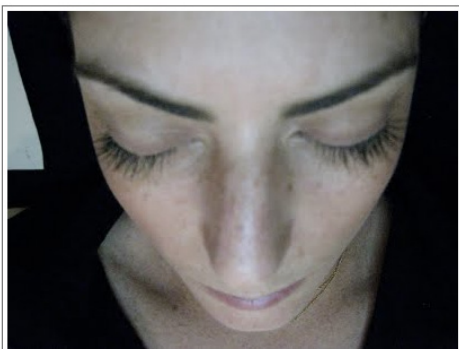
OOH LA Lashes!



Before



After



A few years ago I had a terrible experience with eyelash extensions, think spiderwebs, so when Novalash offered to have me try a set, I was a bit hesitant.

I jumped back and forth from past provoked fear and a burning desire for the glamorous look without having to apply mascara daily. The mascara doesn't bother me going on, but taking it off...Ugh.

Knowing that Novalash is physician formulated, American made and pharmaceutical grade, I decided to take my chances.

I visited People in Beauty, a new distributorship located in Encino, CA to meet Andrea, a licensed esthetician and Novalash educator. When she asked me if I ever had lashes before, I hesitated and told her my story.

Andrea eased my nervousness and promised that this time it wouldn't be like that.

I laid down, Andrea applied gel patches to hold down my bottom lashes and got to work. An hour and a half later, with only one slight interruption (bathroom break) on my part, I had a set of sensational lashes.

Post application, Andrea gave me a take-home after care kit. Here, another fear. Adding even one more thing to my getting ready for bed routine is painful, between the teeth, the night guard, the skin care, the contacts...but I have to tell you taking care of these lashes albeit one more step has not caused any pain. In fact, it is totally worth it.

For every time I look in the mirror or get a compliment on my lashes (often!) the moisturizing makeup remover pad seems oh so trivial.

And, I haven't worn mascara in over a week!

POSTED BY AML AT 4:05 PM