

# THE BUZZ

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Blinc's Kiss Me Mascara ....



.... forms tubes around the eyelashes ....



... that glide off your lashes without smudging.

## Kiss Me Mascara

It's the mascara of J. Lo and Lucy Liu. In fact, these hot Hollywood starlets request their makeup artist stock up on it. Liu insisted it be the mascara used on the sets of "Charlie's Angels" and "Ally McBeal."

So what brand it is? Blinc. And why the drama? Well, simply put – it's revolutionary.

"The active ingredient in Blinc's Kiss Me Mascara is copolymer – a mild plastic. Instead of coating like other mascaras, it forms a tubing around the lash," said Suma Elemeswari of Blinc. "It doesn't smear, smudge or flake, but it's still water solvent."

Kiss Me Cosmetics, a Japanese-based company comparable to America's Revlon, has successfully sold this mascara in Asia and Canada for more than 20 years. It was introduced in America two years ago. The mascara has been fully tested and is FDA approved. It is not tested on animals.

"This is the perfect mascara for people who want things easier," said Elemeswari. "You don't have to use harsh make-up remover, which is one less cost for people. There's less rubbing around the eye, which is good for people who are afraid of wrinkling. And contact wearers can wear it without any problems."

And get this: After you saturate your eyelashes with water, the tubes glide off your eyelashes. Forget smudging. Forget rubbing the eyes with loads of make-up remover. Forget that black crud in the inside of your eye.

Kiss Me Mascara costs \$20 and can be purchased online at [www.kiss-memascara.com](http://www.kiss-memascara.com). One tube lasts four months.

Be on the look-out for Kiss Me's water-based eye-liner, which washes off in a strip-like effect. It will be released by Christmas.