

# Stop painting your lashes... Tube them



by Catherine Madison

The holiday season is upon us and our relentless search for that unique gift begins. Having fanatically searched the world for a mascara that actually delivers on its promises, I can announce with a jubilant "eureka" that Kiss Me by blinc has reinvented the concept of mascara and solved every problem along the way. I must admit I was a little tentative in the beginning because of the \$24 price tag, but tried it nonetheless.

To begin with, it is not an oil-based paint like most mascaras, which explains why it cannot clump, flake, smudge or run. I tested it by putting it on in the morning, leaving it all day at work and through my very sweaty workout. I then decided to sleep with it (although blinc did not encourage that idea). My lashes looked exactly the same with no marks on my pillow the next morning! It gets better. Apparently, Kiss Me functions by forming tiny little "tubes" around lashes, which provide volume and length. The tubes come off with just a combination of water (to loosen them) and gentle pressure (to slide them off), leaving no tint or residue behind (which means no buildup over time). Blinc pointed out that this is a lot healthier for my eye area since I no longer have to rub the part of my face that is most susceptible to wrinkling with makeup removers.

A little more digging and I found out that this mascara has a cult-like following that swear by it. Devotees include celebrities, high-profile makeup artists, live performers, laser surgery centers, contact lens wearers, and an incredible amount of stories from those with sensitive eyes who had previously abandoned mascara for decades. When asked about the secret of their success, Lewis Farsedakis co-founder of Blinc, believes it is rooted from perfecting products one at a time - "We have been pushed so many times to offer a complete cosmetic line, but we feel that there's already too many average products out there. We look for the extraordinary. If that means our development directs us from a mascara to a shampoo before we perfect a lipstick, so be it! That is what our customers have come to expect, the best of the best." I certainly need no more convincing. For those that want to try this marvel, you can order by visiting their website at [www.blincinc.com](http://www.blincinc.com) <<http://www.blincinc.com/>> or by calling 1-877-454-7763.