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# INDUSTRY NEWS



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### Totally Tubular

*One woman's quest for the perfect smudge-free lashes.*

I hate mascara. I mean, H-A-T-E. For all my life, I've never been able to wear the stuff without it smudging, leaving little black clouds under my eyes. I have those kind of squinty, smiley eyes, where my cheeks come up to meet my bottom lashes—the absolute enemy of mascara. Believe me when I say that I've tried everything short of dying my lashes, and I have found nothing that didn't leave me looking like a raccoon before I even set foot out of my apartment.



So when I heard about Kiss Me Cream Mascara—the smudge-proof, paint-free, dye-free wonder—I knew I'd be the perfect test case. I was sure that if this could withstand a day of talking, laughing, and watching the season finale of *Friends*, then this was the good stuff.

Apparently, Kiss Me does the job without painting your lashes. It is not oil-based, like regular mascaras; instead, it forms tiny tubes around the lashes that are water resistant yet easy to remove. There are no residues left on the lash, so it's supposed to be good for people who have sensitive eyes or wear contacts—or who constantly rub their eyes, like me.

So I did it: I started in the morning with an application to both the upper and lower lashes, went out the door and on my merry way. To work, over a cup of steaming latté, through a conference call, lunch with a friend, three solid hours of poring over my laptop, and a night of Must-See TV...and girls, I swear: NOT A SMUDGE.

The only downside? While one coat of Kiss Me mascara was sufficient to lengthen and darken, it did not do much to add volume to my lashes. This can be helped, however, with the aid of an eyelash comb, brushed back and forth against the grain of the lashes to separate them.

And true to what I was promised, Kiss Me mascara comes off with no more than water and a little gentle pressure—no tugging, stinging of makeup remover, or triple washing. It literally slips off your lashes. When it does slip off, however, it does so in eyelash-shaped tubes that look kind of like black flakes of erasure—don't worry, those aren't your eyelashes you see floating away down the drain.

*The author, who's getting married in September, is no longer worried about what mascara to wear for her wedding.*