

The Lowdown on Lash Extensions



Beyoncé wears Novalash extensions to the 2007 Golden Globes.

WHAT THEY ARE Individual lashes (most are synthetic, some are real) are applied by certified professionals at salons and spas. Brands to look for include Shu Uemura, Novalash and Xtreme Lashes.

HOW MUCH THEY COST These are an investment: \$250 to \$500, depending on where you go.

HOW THEY'RE APPLIED A technician chooses the most flattering length for your eyes and bonds 60 to 80 lashes to your own lashes (not eyelids) using medical-grade glue. Because they go on one by one, the process takes up to two hours.

HOW LONG THEY LAST A month with proper maintenance: Remove eye makeup gently with a cotton swab, don't rub your eyes, and don't sleep on your face. Pros suggest getting touch-ups (\$50-\$250) every two or three weeks.

HOW THEY COME OFF Natural lashes shed after 90 days, so extensions fall out when real lashes do. "Done correctly, extensions need never be removed," says Novalash CEO Sophy Merszei. "At touch-ups, new extensions are added to regrowth." If you want to remove them, "don't pull them out yourself," says N.Y.C. ophthalmologist Alfred Kulik. "Go to a professional."

WARNINGS Don't wear fake lashes if you have extensions (the different glues will dissolve each other). Use oil-free makeup remover. And if you see the technician take out a tube of Crazy Glue, leave the salon.