

Bright Eyed and...

Eyelash Extensions are a Hot New Trend

By Danica Fisher

Hollywood has set yet another standard for us, but at least it is one that we can live up to. While women who grace the red carpet may be showing off their designer dresses and expensive jewelry, there is another trend that is catching our eyes — literally. Eyelashes!

Many women spend time and money trying to maximize, volumize, and extend their fine fibers to allow for a coy batting of the long and lush lashes. Now some local salons are taking matters into their own hands by offering eyelash extensions of a different and more intense type. These are not your typical "pull a strip out of the plastic package," that you find at the local drug store. Instead, these are professionally applied—often one lash at a time—and semi-permanent lashes that can give you a whole new look, and last much longer.

Who Lashes Out?

Celebrities who are catching on to this unique trend include Paris Hilton, Jennifer Anniston, Gwyneth Paltrow, Angela Bassett and Lindsay Lohan. But you don't have to have star power to get the glam on. This procedure is for anyone. If you like the look of false eyelashes but want them to last longer, lash extensions may be the perfect fit for you "Brides are great candidates since the lashes will not come off in one day and most likely will last through the honeymoon," says Susie Profeta of Luxe Spa in Pittsford.

A Lengthy Process

False eyelashes that you buy in the cosmetic aisle are plastic and attach to your eyelids, and can only be worn for an evening out. The catch with eyelash exten-



sions is that they are applied to your already existing eyelashes.

Before the procedure, you sit down with the cosmetologist to determine exactly what you want your lashes to look like. You will be able to pick out the length and thickness of your new lashes. "It just looks very natural," says Linda Besold from Rocky Greco's Salon. "They can have their own desired thickness so I can apply between 30 to 60 eyelashes for the set, depending on what they are looking for. It is very personalized."

The procedure can range from 60-120 minutes, but it can be extremely relaxing since you are lying down with your eyes closed. The cosmetologist isolates a single eyelash and glues an extension onto it

"The extensions grow out with the natural life cycle of your own lashes and how long they last will depend on how fast your natural lashes grow."