

eye lash

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EYE FOR DRAMA

SHIMMERING SHADOWS, SMOKY LINER, MAJOR MASCARA

FABULOUS FALSIES
STRIP LASHES ARE HOTTER THAN EVER

RAISING EYEBROWS
THE NEWEST SERVICE FOR SPARSE ARCHES

LASHING SAFELY
TIPS TO PROTECT YOUR CLIENTS AND YOURSELF





MAKEUP MAGIC

THE RIGHT PRODUCTS HAVE THE POWER TO NOT ONLY TRANSFORM CLIENTS' EYES, BUT THEIR ENTIRE OUTLOOK.

Talk to almost any beauty professional and they'll tell you that one of the things they love most about their work is the way that it makes clients *feel* as good as they look. That's particularly true when it comes to helping people address the appearance-related side effects of cancer treatment. In honor of Breast Cancer Awareness Month (BCAM), we asked lash and brow artists to share their stories about their work with such clients. You can read some of their poignant responses at eyelashmag.com/BCAM. We're also reporting on some of the ways that lash and brow businesses and artists are supporting Breast Cancer Awareness efforts throughout this issue. Having lost my mother to metastatic breast cancer a few years ago, I'm especially eager to share this information and hope that it inspires you to get involved as well, if you aren't already.

On a lighter note, Halloween is also on its way this month. Although most of my preparations revolve around making sure my nine-year-old son has the perfect costume (alas, it's usually a store-bought zombie or other creepy movie character), I love that people of all ages embrace the opportunity to get dressed up and—yes—transform themselves with makeup. We're highlighting plenty of products in this issue that can certainly help with that. In addition to the array of strip lashes in our feature beginning on page 60, we're also showcasing some of the biggest trends in fall eye makeup—not necessarily for scaring the neighbors (we hope!), but certainly for turning an ordinary look into something extraordinary.

Bottom line? Whether it's used to offset some of the side effects of cancer treatment, create a more convincing costume or boost a client's everyday confidence, lash, brow and eye makeup really can work magic. As someone who doesn't feel quite ready to face the world without my mascara in particular, I'm a firm believer in this fact—and I would imagine you are, too!

All the best,

Alexa Joy Sherman

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