

# Show-stopping eyes demand luscious lashes

Few of us ladies ever leave the house without a swipe of mascara on our lashes. Mascara is one of those beauty products that, if applied well, can accentuate your eyes and transform your face – even without another scrap of makeup! Read on for some top tips for creating lovely lashes.

- 1 For the illusion of length, mascara needs to be applied at the root of the lashes, not the tips. Start by placing your mascara wand deep into the base of your upper lashes.
- 2 Pull the wand up and through the lashes with a smooth stroke, rolling as you lift and comb the mascara to the tips of your lashes.
- 3 Layer the mascara with a second or more coats until your lashes are at the desired length and volume. Zig-zagging the wand back and forth will help separate lashes, but make sure all subsequent coats are applied before the first coat dries to avoid clumps.
- 4 Although many makeup artists recommend applying mascara only to the top lashes, to make your eyes appear wider you can also apply to the bottom lashes, but sparingly. Try holding the wand vertically and sweeping it back and forth across your lower lashes.
- 5 To avoid getting mascara under your eyes, place a tissue under the lower lashes before applying.
- 6 Avoid blinking for 5 seconds after applying mascara to avoid mascara smudges on your face.



*a rule of thumb*  
**Fat mascara wands create volume, while skinny wands define and separate lashes**

## The lash pack

When it comes to mascaras we're spoilt for choice. Which is great, because depending on the occasion or look you want, you probably need more than one mascara to achieve it: length and volume for a night out on the town... intense colour to wear to the office...

The first step is deciding the look you want to achieve – longer, plumper, winged out, length and volume, intense? Or do you want a mascara you can wear to the beach or pool?

Check out Avon's innovative mascara wands and formulas on the right to discover which will help you get the look, or looks, you want to achieve.

**Perception is everything. By mastering a few tricks, you can create an illusion of perfection.**

### Close-set eyes

To make eyes look further apart, apply your mascara more heavily on lashes on the outer corners of the eye. Try using our new Big & False Lash Mascara, as the fibre blend formula will help create a wide-eyed fluttery effect.



### Wide-set eyes

To make eyes look closer, apply mascara more heavily on the lashes at the inner corners of the eye.

SCISSOR CUT OUT AND KEEP

	Waterproof	Length +	Volume	Length & volume	Plumped	Intense
	<b>Extra Lasting Mascara</b> Volumising formula lasts up to 18 hours	<b>One Great Mascara</b> Lash Fidelity technology for colour true lashes	<b>Mega Effects Mascara</b> Ergonomic Wonderbrush fits the curve of your eye and coats every lash	<b>Big &amp; False Lash Mascara</b> 1,000s of curve-shaped fibres in every tube double the look of lashes	<b>Big &amp; Daring Volume Mascara</b> Wedge-shaped bristles comb through lashes for clump-free volume	<b>SuperShock Max Mascara</b> Helix brush with zig-zag channels maximises lash pick up
	Long-wearing, smudge-proof, rub-proof lashes	Lengthens, volumises and curls lashes	40% more mascara to lashes for a more dramatic look	Full, glamorous volume that never looks overdone	Big, bold lashes with 6x the lash volume	Weightless formula and intense volume

Innovation

Benefit