

Mascara

Mascara is used to provide definition to the eyes, it adds colour, volume and length and is easy to apply with the many different types of applicator available today. The basic ingredients of mascara are; waxes, pigments and preservatives. There are many different formulations available all with their own specific use:

Lash lengthening mascara which does exactly as it says and coats the lashes in polymers to add length

Volumising or Lash thickening mascara – the formulation uses the same ingredients as other mascaras but the consistency is thicker with more wax and silicone to plump out the lashes and make them appear fuller.

Waterproof or Smudgeproof mascara contains ingredients that repel water, however, these mascaras, with constant use, may dry the lashes, therefore it is important to condition your lashes when using them or only use them on the occasions they are required. Special eye makeup removers should be used to remove waterproof mascara, to protect the delicate eye area from rubbing and stretching of the skin.

Clump free mascara contains ingredients such as glycerine and silk extract so that it adheres to the lashes smoothly.

Conditioning mascara containing a base coat of conditioner and a then a second coat of colour

Mascara colours

Mascara comes in various colours the most popular being black and brown. Blue, violet and purple may be used for dramatic effect and colourless mascara provides a grooming effect without colour. It may also be used on the eyebrows to hold them in place after brushing them into a perfect shape.

Mascaras may be in a cake form or a liquid. Cake is the original mascara in a small pot or palette, still available today, it is applied with a dampened mascara brush and it lasts longer than the liquid type. The liquid mascara consists of oil, pigment, water and alcohol, plus other ingredients such as resin to make it waterproof or filaments to make it thicker.

The first mascaras were probably developed by the ancient Egyptians. They were made from kohl mixed with water or other ingredients such as dung or honey. Although mascara was used to beautify and darken lashes kohl also served to protect the eyes of the Egyptians from the sun and infection.

The Victorians used ash mixed with natural ingredients such as elderberry but it wasn't until Rimmell produced a modern mascara, that this cosmetic item was sold for general use. It came in a cake form and was made from a mixture of black coal dust and petroleum jelly.

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When applying mascara wiggle the brush back and forth at the base of the lashes to increase length. When you stroke up the lash continue wiggling the brush as this helps to separate the lashes allowing more mascara to be applied to individual lashes thus making them look thicker.

Always make sure that each coat of mascara dries before applying the next so that clumping does not occur. Building up thin layers gives a better finish than applying one layer thickly. If using eyelash curlers always use before applying mascara

Never sleep in mascara it is bad for your lashes and it may harbour bacteria and cause eye infections. Always remove mascara gently to protect the delicate eye area. Use removers specifically designed to achieve removal effectively