

BEAUTY BLOGGER

Beauty Director **Eva Chen** shares the hottest trends, backstage know-how, and must-have products.



EYES

lash out with rapidlash and beauty society

by **laurel pantin** october 14, 2009



By now, I'm sure you've seen Brooke Shields' commercials for a prescription only eyelash growth goo. Sounds cool right? Well! Meanwhile, tons of over the counter products are coming on the market, and surprise, surprise! They totally work! I've tried one called RapidLash (\$50 at Dermstore.com), I must admit, skeptically, every night for about a month and a half. I was stunned to see my top and bottom lashes growing longer and coming in thicker. When I met the Richards sisters this summer at Sephora, they both complimented me on my lashes, I pretended they were naturally that long (sorry girls!). Even better, all month RapidLash is donating 5 percent of their profits to breast cancer research. THEN I heard about Beauty Society Enormous Lash (\$95 at Nordstrom.com), which has a thinner consistency so it can be applied morning and evening. It also gets great results! So great, in fact, that I no longer wear mascara. You can see

some pretty amazing before and after shots on the beauty society [website](#). If you decide to purchase Enormous Lash, head to the Women for Women International [site](#) to buy it, and 25 percent of proceeds will go to the Women for Women International charity. Look good and do good! Now I wonder how long before they make stuff like this that will make your hair grow faster too....