



**eye CANDY**  
BEST BROWS, LASHES AND LUSTER  
BY SHARON FEIEREISEN

It's never pleasant when someone assumes you've had a late night just because you're not wearing eye makeup – but it happens on a regular basis to many of us. The eye area is, in fact, the first area of the face to show wear, tear and signs of aging.

"The skin around the eye is especially thin and more prone to lines and wrinkles caused by daily facial expressions and sun damage," says celebrity dermatologist Dr. Dennis Gross. No matter the latest beauty trends, he stresses that it's important for women to opt for at least one eye product formulated with antioxidants, vitamin C and retinol. "These will not only decrease sensitivity to sun, but are powerful enough to tackle thinning skin and fine lines and wrinkles around the eye area."

But there's a lot more to being fresh-eyed than just warding off fine lines and wrinkles. To complete the picture, lashes and brows must be considered as well.

"Full brows are 'in' this season so I tell clients not to tweeze any hairs that are close to the shape – if you cannot distinguish if the hair is not supposed to be there, DON'T tweeze it," says Warren Tricomi's eyebrow and makeup specialist, Maral Ballian. Often something looks like a stray hair but as soon as two or three more hairs grow nearby, that stray is suddenly contributing to a beautiful arch. "It's also important to remember that daily tweezing can discourage hair growth throughout the rest of the brow, so just hold tight and stay away from the magnifying mirror," says Hourglass Global Director of Education, Marc Reagan. "Instead of focusing on the hairs to take away, put your focus on the hairs that are there and how to incorporate them into sculpting your perfect brow."

So how exactly do you do that? We've rounded up the best eye products to get you looking your best.

- 1. TWEEZERMAN BROW SHAPING SCISSORS & BRUSH, \$19**  
Most people should be leaving the scissors to professionals! But if you absolutely must give your brows a little trim, you'll need to comb them straight up first. When it comes to affordable, razor-sharp tools, Tweezerman always takes the cake and their brush is an essential if you don't have a double-ended brow pencil.
- 2. ESTÉE LAUDER DOUBLE WEAR RADIANT CONCEALER, \$29**  
With summer Fridays gone and the late day sunshine beginning to fade, now is the time to invest in a medium to full coverage concealer. This lightweight formula comes in 22 shades to replace dark circles with a glowy finish.
- 3. FOUNTAIN OF TRUTH MAGIC WAND SCULPTING EYE ROLLER, \$50**  
This product feels incredible after a long night. Whether you store it in the fridge or on your vanity, the metal double ball applicator feels cool when you gently massage it around your eye area to stimulate circulation, thereby relieving puffiness.
- 4. IT COSMETICS BROW POWERFULL, \$24**  
If you're looking to create some serious brow volume, the latest launch from IT is designed for just that. The slanted tip means you have a wide side to swipe over the entire brow and a pointed tip to fill in as

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## Brow Powder Duo

"For a more custom alternative to the traditional brow wand, try filling in your brows with this powder duo for a precise color match."

