



A close-up photograph of a woman's face is the background for this image. She has brown hair, brown eyes, and is wearing red lipstick. A purple circular graphic is overlaid on the lower right side of the image. The text "Proper Eyelash Care and Perfect Mascara Application" is centered within this circle. The circle is outlined in dark blue and features a decorative blue wave graphic at the bottom right. In the bottom left corner of the circle, there are three circular icons: a large dark blue circle, a medium purple circle, and a small light blue circle.

**Proper
Eyelash Care
and
Perfect Mascara
Application**

A woman with blonde hair is applying mascara to her eyelashes. She is wearing a red pajama top with white stars and moons. The background shows a wooden cabinet and a floral patterned wall.

Introduction

When caring for your face, it's easy to overlook those eyelashes. But paying more attention to these little beauties can mean healthier, fuller, more beautiful lashes.

Proper eyelash care begins with a regular routine, much like caring for your hair.

Applying mascara properly doesn't just assure a spectacular look, it also means your lashes stay healthier and look better all of the time.

Preparation

Good eyelash care begins with moisturizing.

Moisturizer helps prevent eyelashes from drying out, which is a common reason eyelashes break and look shorter.

A good eyelash conditioner like **Nouriche Eyelash Conditioner** is formulated for use on the sensitive eye area.

It's dangerous to use any product on or around your eyes that isn't developed and tested for use on the eyes.

Nouriche Eyelash Conditioner keeps eyelashes hydrated to eliminate breakage, making lashes look healthier while becoming stronger.

Use eyelash conditioner once per day.





Using Primer

Before applying mascara, it's important to use an eyelash primer.

The primer is an undercoat for mascara that helps protect lashes.

In addition to protection, a primer helps mascara go on smoother and stay on longer.

A primer adds volume because it coats each and every lash and prepares lashes to hold the mascara.

Primer also helps stop mascara from flaking off or smudging.

Choosing the Right Color

Choosing the right mascara is also important, because the wrong mascara can damage lashes or even the eyes.

Look for a mascara in a color that suits you.

Volumizing Mascara by RevitaLash comes in Raven and Espresso.

Raven is ideal for any skin color.

Espresso also works well with any skin tone, but is ideal for those with light hair and skin who want the most natural look possible.





Do's and Don'ts

Some basic do's and don'ts for eyelash care include:

- Never rub your eyes! This is bad for your lashes, and can also damage your vision. If your eyes itch, gently press but don't rub.
- Avoid using eyelash curlers except for very special occasions. Curlers can break or even pull out your eyelashes.
- Like all hair care, healthy eyelashes begin with a good diet. Drink plenty of pure water, eat protein, and include fruits and vegetables high in vitamins B, C, and E.
- Steer clear of false eyelashes. The glue and chemicals can damage your eyelashes, even if you're regularly conditioning. Plus, when you pull off false lashes it's easy to pull out or break your real lashes.
- Get in the habit of proper makeup removal each evening, including taking off your eye makeup and mascara. Use an alcohol-free remover that doesn't dry your lashes or the skin around your eyes. Wipe off makeup gently with cotton pads.
- Give your new eyelash care routine one to two months to begin showing results.



Apply Your Mascara Perfectly Every Time

It's best to start by applying mascara to the bottom lashes first. This keeps you from smearing the wet mascara on the top eyelids when you look upward to work on the bottom lashes.

Apply primer before the mascara.

Tilt your head slightly forward and begin applying mascara to the base of your lower lashes.

As you work slowly from the base to the end of the lashes, move the wand gently from side to side. This allows the mascara to fully coat all sides of all your lashes for a fuller effect.

Repeat application on the bottom lashes until you reach the desired thickness, usually two to three coats.

Use this same side-to-side, base-to-end process for applying mascara to your top lashes.

If desired, finish with black or brown eyeliner for a stunning effect.



Some Tips For Applying Mascara

- Never “pump” the wand in and out of the mascara tube. This does not get more mascara on the wand, it simply introduces air into the product, causing it to dry out quickly and lead to flaky, clumpy mascara.
- Instead of pumping, use a twisting motion to twirl the want inside the tube, coating the brush with product.
- As you pull the wand out of the tube, scrape off the excess, which can cause clumps on your eyelashes.



Mascara Safety Tips

Don't share mascara with anyone. Sharing mascara encourages the spread of eye infections.

Discard unused mascara after three months to keep down on bacteria.

Apply mascara after you've inserted contact lenses, so you don't smear the mascara while inserting your lenses or contaminate the contacts with makeup.

About



RevitaLash offers a variety of products to promote the health and appearance of the hair, skin, lashes, and eyebrows. These formulas are reviewed by dermatologists as well as ophthalmologists, assuring that they are safe to use on both your skin and eyes.

RevitaLash products are hypoallergenic and non-irritating, meaning they are safe to use on even the most sensitive skin. Look for eyebrow and eyelash conditioners, as well as mascara primers, mascara, and other products to keep you looking and feeling your very best.

For more information, please visit
www.revitalash.com



Attributions:

<http://www.revitalash.com/nouriche-by-athena-cosmetics.html>

<http://www.revitalash.com/eye.html>

<http://www.makeupgeek.com/makeup-basics/how-to-apply-mascara-like-a-pro/>

<http://beauty.allwomenstalk.com/must-know-tips-on-how-to-care-for-eyelashes-2>

http://www.denverpost.com/fashion/ci_21951257/5-tips-how-choose-and-apply-mascara

Summary

It's easy to overlook eyelash care, but it is an important part of looking great! Eyelashes frame and bring out the eyes, so it's crucial to know how to care for these little beauties from keeping them conditioned to properly applying mascara.