



TAP TO PLAY

# VIVA MAG

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## NUTRITION

BE A DIET  
CRIME  
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## BEAUTY

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## WELLNESS

GET THE  
SLEEP YOU  
CRAVE

LISA  
LING  
ON HER  
OWN  
TERMS

# RESET YOUR MINDSET

**BUST THROUGH RESOLUTION ROADBLOCKS!**

# LASHING OUT

*Look-at-me lashes are the biggest beauty trend going. Whether you covet Kim Kardashian's spidery look or a more subtle fringe, tap the "V" for options that can help you achieve the lashes you want – for a day or for good.*

BY WENDY KORN HEPPT





LATISSE



EXTENSIONS



FALSIES



CONDITIONER



MASCARA

## LASH CONDITIONERS

SEVERAL BRANDS of over-the-counter lash “conditioners” once contained the same active ingredient as Latisse, so they literally made lashes grow. They were banned by the FDA in 2007, however, since it is illegal for a cosmetic to contain an ingredient classified as a drug. Yet products persist that promise to make lashes grow longer and thicker. In fact, [Sephora](#) sells a wide selection, and [Drugstore.com](#) recently added a “Lash Growth & Conditioners” category to its website.

[FRINGE BENEFITS](#)[DRAWBACKS](#)



LATISSE



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### FRINGE BENEFITS

The beneficiaries of this boom are the makers of lash conditioners and the venues that sell these products, says [Steven Dayan, M.D.](#), a Chicago-based facial plastic surgeon and clinical assistant professor at the University of Illinois. “Even though product packaging promises longer, thicker, fuller and stronger lashes in just four to eight weeks, you will probably get no better effect than if you’d used mascara.”

