

tion may be greater in light-brown- and hazel-eyed patients since they have more melanosomes, or pigment cells, in their irises," she says. A small number of patients in the study experienced slight but

look fuller simply by moisturizing them. "It's possible that conditioning could create a barrier that might make lashes less likely to fall out, but it would have no effect on actual growth," says Neil

their labels, says Lee, while others include the ingredient but claim that their versions differ from the one in Latisse. Legally, they may not have a lash to stand on: Allergan holds the patent on

## Test Run

Nonprescription lash enhancers may not have won over doctors, but judging from the fervent blog chatter, they certainly have their supporters. *Allure* editors put seven to the test—and these lived up to their claims.

**RevitaLash Eyelash Conditioner, \$150.**

**WHAT'S IN IT:** Prostaglandin analogues and panthenol.

**OUR RESULTS:** "After a few weeks, my lashes definitely looked longer. They hit a plateau, and now they're maintaining the new length."

—Stephanie Tweito Jacob



**Talika Lipocils Gel, \$40.**

**WHAT'S IN IT:** The botanicals nettle, horse chestnut, allantoin, soy lecithin, apple extract, and Saint-John's-wort.

**OUR RESULTS:** "My lashes seem darker, and the bottom ones are noticeably longer—they even touch my face."

—Kate Sullivan



**Peter Thomas Roth Lashes to Die For, \$125.**

**WHAT'S IN IT:** Prostaglandin analogues; glycosaminoglycans; vitamins A, C, and E; and provitamin B<sub>5</sub>.

**OUR RESULTS:** "Where I once had stubs, I now have pretty Bambi lashes. They're longer but not thicker."

—Kristin Perrotta



**RapidLash Eyelash Renewal Serum, \$49.95.**

**WHAT'S IN IT:** Polypeptides, proteins, vitamins, and moisturizers.

**OUR RESULTS:** "My lashes look longer and thicker. I've even switched to brown mascara; I don't need the black stuff."

—Catherine Scroop



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Still, several products containing prostaglandins remain on the market. And while doctors admit that these have the potential to work, they hardly endorse them. "They may have some capability, but they just haven't been studied in a controlled fashion," says Sadick. And some of these lash enhancers cost \$160, which is more than Latisse. "Trying these products may have been one thing when you didn't have a good, FDA-approved option, but now you do," says Day. ♦

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