

# BEAUTY *style*

## Beauty expert Kay Montano tries out the latest high-tech mascaras — and is stunned by the results



WOMEN have been darkening and thickening their eyelashes for as long as they've been fluttering them, but it took a man — a young perfumier called Eugene Rimmel — to come up with the first mascara in the 1830s.

Rimmel's formula for the perfect lashes has been improved on ever since. At the start of the 20th century, chemist T.L. Williams mixed coal dust and petroleum jelly to create a mixture named after his sister Mabel and big brand Vaseline: yes, you've guessed it, Maybelline. Meanwhile Helena Rubinstein was the first to introduce the 'wand-in-a-tube' product that we now know and love.

Cut to today and the current mascara marketing trend is all about the new wave of mascara wands. At first, many of them made me wonder where novelty ended and actual improvements began: there is everything from dual-ended wands to vibrating wands and even spherical ones.

Admittedly, being a make-up artist for many years — watching products come and go — has made me sceptical about most trends that appear to be the result of marketing rather than innovation.

Also, in the past, I have been turned off by the glut of super-thick designer mascaras aimed at creating a fashionably sooty-lashed look.

The industry secret is that this iconic eye make-up look is never the result of a single coat of thick mascara. Perfect lashes are achieved by painstakingly applying one coat of non-clogging mascara to the root of the lashes, zigzagging upwards, then separating the lashes using a clean wand and then repeating this process all over again until you get the desired effect.

The classic mascara wand is perfect for creating this look.

Having said all that, I was prepared to be proved wrong. So I temporarily stepped off my soap-box to test five of the latest new-wave wands. I'll admit that even I was surprised by some of the results.

**Estee Lauder TurboLash All Effects Motion Mascara, £28, nationwide**

INITIAL scepticism disappeared as this slick mascara created thicker, yet separate lashes. Very easy to apply, with none of the clogginess so common in many deluxe mascaras.

9/10

**Chanel Exceptional Mascara, £19.50, 020 7493 3836**

UNUSUAL-looking wand with alternating strips of comb and brush. Surprisingly, this worked: turning the wand as you apply ensures that the comb covers the lash completely in



# MAGIC WANDS

Picture: CAMERA PRESS



**Lancome Oscillation Mascara, £29.50, nationwide**

THIS had a vibrating brush but although the mascara was OK, it did not go on evenly enough for me. I find that if it's not looking good on the first few strokes, then it rarely gets any better.

7/10

**Givenchy Phenomen'eyes Mascara, £17.50, 01932 233824**

WINNER of the oddest mascara wand award. A thick, black wand finished off with a round, bristled end designed to reach the innermost corners of the lashes. Brilliant at getting the lower

mascara, while the brush takes away any excess and separates. This one is a favourite among the beauty community.

9/10

lashes, but was trickier to use than a traditional straight brush. I poked my eye trying to reach the middle of my upper lash. Takes getting used to, perhaps — I made a bit of a mess — but the mascara itself was good.

7/10

**L'Oréal Double Extension Beauty Tubes Mascara, £9.99, nationwide**

SORRY L'Oréal, I love the fact that you know we're worth it, but I really didn't like this product.

One end applies a thick, white gunk consisting of 'tacky polymers especially chosen to ensure optimal fixation to the lash hair fibre while also conditioning the lash surface'.

The other end is the topcoat that 'envelopes the basecoat in a volumising layer of colour'.

The reality is that it is very hard to conceal the whitening effect of the basecoat when applying the black topcoat, and attempting this (although there is a market for it) made me look rather Jordan-esque. I'm unconvinced.

4/10



## Spa report

### Riad Ayadina Marrakech, Morocco



ROOMS from £114 a night at the Riad Ayadina luxury guesthouse and spa. For more information go to [www.splendia.com](http://www.splendia.com) Royal Air Maroc and EasyJet offer two flights a day to Marrakech, from £70 return.

#### Luxury for money

FIVE-STAR accommodation at three-star prices, so book yourself into one of the luxurious suites — each individually designed using traditional Moroccan handicrafts. Think free-standing copper baths, four-poster beds (strewn with rose petals) and rooftop views over the old city into the mountains. You'll never want to leave.

excellent  good  not good

#### Wow factor

YOUR personal butler will whisk you into the exquisite courtyard for fresh mint tea, then cater to your every whim — from cocktails in bed to helping tailor-make your dinner menu and arranging your travel plans within Morocco. Sink into the red velvet sofas or lie back on the poolside loungers and forget your worries. The perfect place to escape the hustle and bustle of Marrakech's main market square.

excellent  good  not good

#### Food

THE entire foodie experience is tailored to suit you. Breakfast is served on the roof terrace whenever you choose to rise — and it's certainly hearty. Freshly squeezed fruit juices, followed by pancakes, croissants, eggs, yoghurts and warm bread. Dinner is a candlelit affair served in your own private courtyard, and is a three-course fusion of French and Moroccan cuisine.

Slim  Sin

#### Pamper rating

THE spa is small but perfectly formed. As well as offering the usual stable of massages, facials and manicure, there is also a traditional Moroccan Hammam bath. The Hammam Royal Princess, given the night before a wedding, includes a full body scrub, clay mask and fresh oranges squeezed all over your skin to make the woman smell wonderful for her husband-to-be. All products used are entirely natural.

excellent  good  not good

#### For the other half

THE spa does offer a Hammam Royal Prince for men. But if pampering's not his thing, there are plenty of board games, a 250-strong film library and every cable channel known to man in the special screening room. Failing that, for as little as £25 he can hire a local guide to take him on a tour of the old city.

excellent  good  not good

#### Staff attentiveness

THEY anticipate your every need without being in your face.

excellent  good  not good

#### Range of treatments

THE list isn't extensive, but what they do offer is executed perfectly. The spa can get busy when the Riad is full — but with a maximum of only 20 guests in nine rooms and suites, they will always find time to fit you in.

excellent  good  not good