



Mascara Review — Which One Is Right for You?

Mini-brochure: your lash goals mapped to formulas & brush shapes, finish picks, application steps, wear-test, removal and common mistakes.

Your Lash Goal → Best Mascara Type

Goal	Formula	Brush Shape	Notes
Length	fiber or tubing	straight/silicone comb, micro-bristles	separate and coat tips; two thin coats
Volume	wax-rich, classic	thick bristle, hourglass	wiggle at base; build gradually
Curl/Lift	light gel-cream	curved, lifted arc	curl first; hold curve while drying
Definition	thin, low-wax	skinny comb, ball-tip	target corners & tiny lashes
Smudge-proof	tubing or waterproof	any — focus on thin coats	great for oily lids/teary eyes

Formulas — What's the Difference?

- ****Regular****: classic wax/pigment; removes with regular remover; may smudge on oily lids.
- ****Waterproof****: most resistant; best for straight lashes and long days; needs oil balm to remove.
- ****Tubing****: forms tiny tubes; warm water removes; very smudge-resistant but less plush volume.

Application — Build Without Clumps

- Curl first (if needed). Start with a ****thin coat****; comb through. Add a second only where needed.
- Wiggle at base → pull through tips; rotate brush for outer lashes.
- Lower lashes: use the tip or a micro-wand; blot excess first.

Common Mistakes (and quick fixes)

- Pumping the wand → air dries formula. Fix: twist out, don't pump.
- Too many coats at once → clumps. Fix: thin layers; let each set ~20–30 sec.
- Smudging mid-day. Fix: switch to tubing; set concealer; avoid heavy eye cream on lower lids.

Wear-Test Checklist

- ☐ After 4–6 h: any flakes, transfer, or droop?
- ☐ Did curl hold? Re-curl only tubing/regular (avoid waterproof with heat).
- ☐ Removal at night: did it come off cleanly without rubbing?

Removal — Be Gentle



- Regular: micellar or dual-phase remover; soak pad 10–15 sec, then slide.
- Waterproof: balm/oil cleanser; press, melt, then wipe — no rubbing.
- Tubing: warm water + gentle pressure; tubes slide off.

Shade Picks + Mini Swatches



Black Max contrast; dramatic; suits deep eyes or night looks.



Brown Softer daytime option; flattering on fair/light features.



Navy Enhances brown eyes; brightens sclera for a fresher look.



Plum Boosts green/hazel eyes subtly without shouting 'colour'.



Scan the QR to open the full mascara review and picks.