

BEAUTY NOW

By Sarah MacRory

DREAM LASHES

For Real

Ever wonder what it would be like if you could dispose of your endless tubes of mascara forever? How about chucking that growing pile of Dior DiorShow mascara or Givenchy Phenomen' Eyes half empty tubes rolling around in your drawer? What if you could have the thick eyelashes you crave grow naturally? At long last there exists a product that every woman will be dying to get her hands on: Latisse.

Dr. Rami Batniji, an American Board certified otolaryngologist and facial plastic surgeon based in Southern California, has revolutionised the word *eyelashes* by offering this innovative and FDA approved product. *W Magazine* has sought his expertise out and he was recently invited to lecture at Alexandria University in Egypt about rhinoplasty (nose reshaping surgery).

Revolutionising this technique, Dr. Batniji knows how to give good face. He is one of the few doctors in his field who has dedicated his time and effort to making sure your face is as beautiful as it could possibly be at any age through surgical and nonsurgical procedures of the face and neck region, including rhinoplasty (nose reshaping), facelifts, eyelid surgery (upper eyelid lift and lower lid blepharoplasty), necklifts and skin resurfacing. Offering an unsurpassed level of customer service and attention to detail, Dr. Batniji focuses on providing lasting natural results using proven techniques. He takes the time to ensure patients fully understand the procedure they are considering, which is everything you're promised with this product.

The eyelash growth formula, a non-invasive treatment, is the first of its kind. It finally hit the worldwide market in February of 2009 and has since sky-rocketed in the medical world. It has had outstanding results that would impress even the most hesitant and skeptical customers. The active ingredient has been previously used in another medical treatment, *Lumigan*, for glaucoma patients and has been through 32 clinical trials over 13 years of trial experience. The safety approval rating and worldwide acknowledgment of this ingredient by the medical community makes *Latisse* a front runner in the ever expanding sphere of beauty products.

"Following clinical studies demonstrating efficacy and safety of the product, *Latisse* became the first and only science-based treatment approved by the FDA to enhance eyelash length, thickness, and darkness. In the United States, *Latisse* is available as a prescription product from physician practices," says Dr. Batniji of the product.

Latisse is a treatment used once-daily and applied to the base of your upper eyelashes just as if you were painting on a line of your favourite liquid eyeliner. The active ingredient then helps nourish hair growth in the roots of your eyelashes. Significant growth can be seen after eight weeks of use and an all out drastic and dramatic improvement is noticeable after 16 weeks of constant and persistent use. Clinical studies have shown that patients experience a 25% increase in lash length, a 106% increase in the thickness and fullness of the eyelashes and an 18% increase in the darkness of the lashes.



Dr. Rami Batniji



Brooke Shields loves Latisse

The benefits of *Latisse* are derived from scientific evidence, its quality formulation, and medical origin. It is a solid investment for anyone who has thin short lashes or anyone who just hates clumpy mascara and smudged make up. After all going clump and smudge free adds to that natural look everyone desires. And flirting with your eyes will be so much sexier!

The celebrity face for the one of a kind treatment is actress Brooke Shields who said after eight weeks of using the product, "I can feel them on the lower part of my brow... my eyes seem to pop out." After 16 weeks of product use she said that her "lashes are so much more prominent than they were before," that "family, friends, everybody noticed".

There is of course a catch. You have to keep using the product as long as you want luscious eyelashes to stun every onlooker. If you stop using *Latisse* your irresistible lashes will gradually return to their normal state over a period of several weeks or a few months.

Of course the majority of Arab women are blessed with wondrous lashes at birth. But if you're sick of constantly busting out cash for magical mascara, *Latisse* will do the job for you naturally. It's as easy as putting on your sunglasses every morning but with a far more dramatic effect on those around you. Now you can finally charm the guy you've been thinking about with one flirtatious lash-full look!

