

# WWD BEAUTY

## Beauty Radar Screen: October 8, 2009

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Even the budgeting beauty consumer won't leave the house without something on her eyes.

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## The Eyes Have It

Also in November, Indie brand Beauty Society will introduce its lash-growing Enormous Mascara, while Chantecaille's October offering, Faux Cils Mascara, promises a false-lash effect. "Even a woman who claims to wear no make-up actually carries a tube of mascara in their purse," said Beauty Society founder Jeannie Lorin. "With budgets tightening, women need to rely on products that have a dual purpose. Enormous Mascara doesn't dry out, lasts longer than most and creates the appearance of long, beautiful lashes while the conditioners actually turn your own into enormous lashes."

