

# What's Hot in the US...



## Eyelash transplants are the latest must have

Eyelash transplantation involves "plug and sew" techniques originally developed by the hair-loss industry for balding men. This procedure gives women long, sweeping eyelashes previously only possible by using glued on extensions and lashings of mascara.

These lashes continue to grow just like human hair. "Longer, thicker lashes are a ubiquitous sign of beauty. Eyelash transplantation does for the eyes what breast augmentation does for the figure," says Dr Alan Bauman.

"This is a brand new procedure for the general public and it is becoming increasingly popular," says Dr Bauman who is an expert in micrografting.

In this technique, a small incision is made at the rear side of the scalp and 30-40 hair follicles are removed. These follicles are meticulously sewn one by one on to the person's eyelids. Mild sedation and a local anesthetic is used. This transplant costs around \$US3000 (£1,600-£2,360) per eye. Favourite celebrity eyelashes are Halle Berry's and Penelope Cruz.

Though the procedure was initially restricted to people who had suffered burns or congenital malformations of the eye, 80% of the transplants done currently are for cosmetic reasons.

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## AGELESS SECRET - beauty mask you can wear all day

### Would you wear a beauty mask in public?

Here's how you can get the benefits of wearing a beauty mask all day long, without anyone knowing it's there!

Every day, women across America (and some men, we know you're out there!) spend their hard-earned money on sticky or oily face masks to temporarily lift, tone and firm their skin. But whether they are green, blue, textured or peel-off, you probably don't want to wear them out in public. Until now, there was no way to keep that 'fresh from the spa' look all day long, every day.

New developments in anti-ageing technology have led to the creation of an 'invisible beauty mask' that leaves no residue so it can be worn by itself or beneath make-up. Called The Ageless Secret™, it is the only beauty mask on the market that can be worn all day, every day to constantly lift, firm, tone and hydrate your skin.

Because it is invisible, The Ageless Secret™ can be sprayed onto your skin throughout the day – even over makeup. It immediately improves skin elasticity whether you're a tanning goddess or simply experiencing signs of ageing.

"Instead of getting only the temporary results from a typical beauty mask, you can cheat 'old age' and get the results of a beauty mask all day every day. And because it is constantly lifting, firming and toning your skin it trains your skin to resist looking old," says Jim Kaszyk, President and Chief Technologist of Kasz Enterprises Inc, who developed The Ageless Secret™ formula.

The Ageless Secret also dramatically reduces the need for a moisturizer, because it hydrates, softens and dramatically improves skin suppleness to fight wrinkles and the first signs of ageing. "The Ageless Secret relies on harmless and time-tested, all natural ingredients combined into a gentle formulation using The Ageless Secret's exclusive homeopathic-like manufacturing technology," explains Kaszyk.

"This formula is safe enough to drink," he claims. "This level of product safety separates us from others within the market. We believe what you put on your skin goes into your skin and eventually into your body. Because we have found ways to enhance the effectiveness of the ingredients, we can use them in tiny amounts. That also eliminates unpleasant odors, textures or side effects. The resulting invisible mask trains and tones the skin to keep it from looking old. The more it is used, the better results you get."

The Ageless Secret™, available in Original and Gold Formulas, is currently sold online at

[www.agelessecret.com](http://www.agelessecret.com) and at a

limited number of health food stores in the US. The price is \$159.99 (£81.32, £120.34) and will last two months, if you use it according to the directions. Longer if you don't spritz quite so often during the day.

