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 What struck me as
 a gimmick turned out
 to be very impressive.

ESTEE LAUDER

Unscrew the top and [Estee Lauder's TurboLash All Effects Motion Mascara](#) starts vibrating at 125-cycles per second. Except for the soft buzzing sound I'd have never known the wand was moving, so aiming this toward my eye was not as unsettling as I'd anticipated. The oscillation is so subtle that, except for a slight tickle, the brush is as controllable as a static one. And what a workhorse—my lashes were totally, lushly coated, well, in the blink of an eye. The spool is a classic shape—long and narrow—and the vibrations wiggled the product deep among my lashes better than I ever could. The new formula lasted all day with no flakes or smudges. \$30, Dillard's, Macy's, Neiman Marcus, Nordstrom, Saks Fifth Avenue.

TurboLash All Effects Motion Mascara from ESTEE LAUDER.



LANCOME Oscillation Powermascara

LANCOME

[Lancome's Oscillation Powermascara](#) works when you hold down a button on the wand handle, which takes some coordination. But boy does it take care of business—the moving bristles did the work in mere seconds what normally takes a hundred strokes to accomplish. My lashes were completely coated, full, long, and separated. It turned wispy into wow, and held a curl even though it's not waterproof. \$34, Dillard's, Macy's Neiman Marcus, Nordstrom, Saks Fifth Avenue, sephora.com



CHANEL Exceptionnel de Chanel Intense Volume and Curl Mascara

CHANEL

[Exceptionnel de Chanel Intense Volume and Curl Mascara](#) The construction of this wand is like none I've seen, with rows of soft, tiny spikes instead of the typical spool. No vibrations, but what amazing results. My lashes looked massively thick and full and were an intense black that still looked great after a long day of wear. \$28 Dillard's, Macy's, Neiman Marcus, Nordstrom, Saks Fifth Avenue.



NEUTROGENA Clean Lash Tint Mascara

NEUTROGENA

[Neutrogena Clean Lash Tint](#) An equal-opportunity makeup fiend, I love drugstore brands. I picked up Lash Tint, which claims to 'blacken lashes without clumps, smudges or flakes for a natural look' with the notion it'd be a soft alternative to the drama of the higher end brands. Well, I'm still looking. I saw no discernable color on the wand nor on my lashes once applied; in fact, it looked like a watered-down version of Vaseline and stuck my lashes together. I'd have been better off wearing nothing. The search continues. \$8, Drugstores.

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