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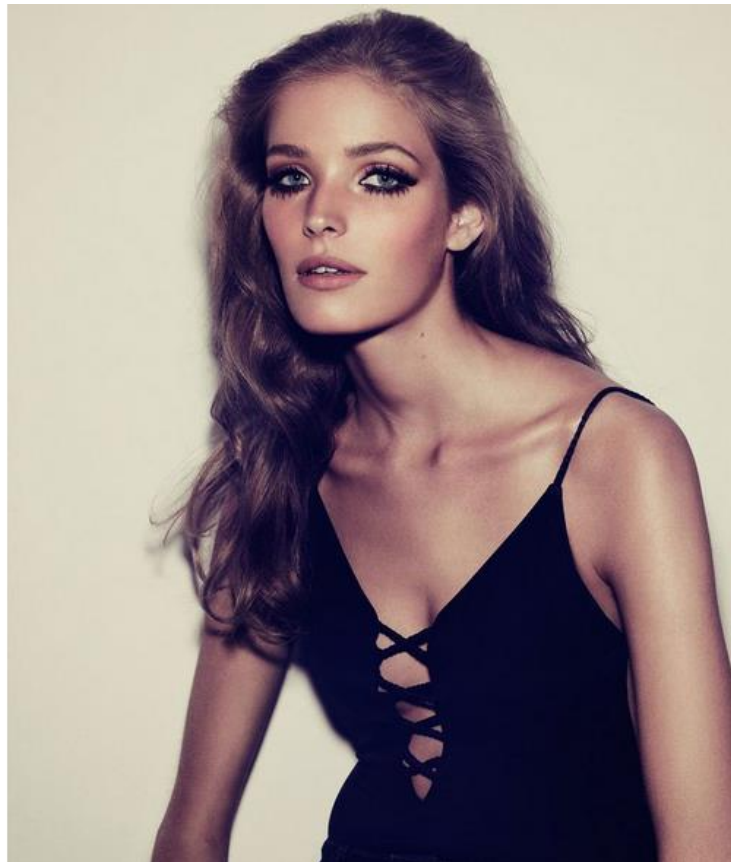
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# Meet the Keratin Lash Lift That Will Give You Longer Fringe in Under 2 Hours



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The popularity of lash extensions may have reached an all-time high, but the potential damage that comes with repeated wear and tear from successive treatments has left some searching for an equally long-lasting alternative. Enter the Keratin Lash Lift, a buzzy new in-salon ritual that's changing the no-makeup-makeup game. Also known as the Yumi Lash Lift, the semipermanent curling and strengthening treatment promises fairy-tale fringe that lasts up to two months. Sound too good to be true? As a lifelong lash addict dedicated to a time-consuming morning ritual with a Shu Uemura eyelash curler and a tube of Diorshow mascara, I knew had to find out.

To help execute my mission, while on a recent weekend away I enlisted the expert advice of powerhouse sister duo Natalie and Celene Gee, who cofounded the bustling Miami-based boutique Gee Beauty. "Enhancing your lashes is as popular today as getting a manicure," says Natalie. "And this is the ultimate, zero-maintenance, and natural alternative to extensions." While the glue used to hold extensions in place can cause strain and weaken your real lashes over time, she explains, the keratin protein applied to each little hair during this treatment actually helps them grow and stay strong. "Most of our clients get it done in between rounds of extensions in order to get their growth back." explains Celene.



After making sure I'd adhered to the pre-procedure checklist (no oils, eye creams, or mascara had been applied in the last 12 hours), I was instructed to lie back in one of the beautifully lit, cozy facial rooms.

The process would take about an hour and 15 minutes, during which various serums and tints were coated on. The technician, Brazilian lash expert Danubia Gudi, first secured my bottom fringe by placing a hydrating and cooling patch over them to keep them safely out of the way, then instructed me to gently shut my eyes as though I were sleeping. Next, she pressed a pair of sticky silicone rods on top of my closed lids. She carefully and methodically separated each lash with a metal tool, bending them upwards and curving them around the rod to hold the shape. With each hair attached, Gubi painted on a lifting solution and draped a warm towel over my face to accelerate its productivity with heat. Eight minutes later, a black tint was applied, then a top coat of keratin-based conditioner swept over top, *et voila!* It was wiped off and I grabbed a handheld mirror, staring in near disbelief at my perfectly curled, glossy, long, dark lashes—no devices, waterproof mascara, or gimmicks necessary.



While the procedure—which is also available at trusted salons with lash expertise such as Striiike and Elysee Z Beauty in Beverly Hills, and Sugaring NYC in Manhattan—is virtually pain free (clients tend to fall asleep), the hardest part for this type-A New Yorker was spending a significant amount of time without glancing at my iPhone—a “downside” that may ultimately come with its own relaxation benefits. Following a single treatment, lashes can stay “lifted” for 8 to 12 weeks, and after the initial 48 hours (when they can’t get wet), clients can wear mascara—should they want an extra volumizing boost for evening—and go about their routine in an otherwise perfectly normal manner. The treatment does not discriminate: short, stubby, and thin sets are all candidates. But the best part? It’s been two weeks and I haven’t picked up a tube of mascara or even needed much makeup. Truly, a lazy girl’s dream come true.

Yumi Lash Lift, starting at \$150