

BEAUTY REPORTER

REPORTER



THE SCOOP

Full Length

THE NEWS: Cover Girl LashBlast Length Mascara (\$7.49) is an update of the original volumizing LashBlast and claims to make lashes up to 80 percent longer. It also promises to reach the corner lashes, which the company says most products miss.

HOW IT WORKS: The long, skinny brush has more than 450 tiny plastic bristles designed to separate lashes and provide an even coating of mascara; the formula contains the same nylon fibers used in lash extensions to add length at the tips. And because the company's research found that corner lashes are 40 percent finer and 30 percent lighter than the rest, the bristles at the tip of the wand are spaced extra close to grab them. A "product reservoir" (imagine a narrow core just at the tip) holds extra mascara to deposit where it's needed most.

THE VERDICT: "The tiny nylon fibers and the fine, closely spaced bristles adhere well to the lashes and provide an excellent lash-extending effect," says cosmetic chemist Jim Hammer. When we tried it, we were impressed: Our lashes—even the dinky ones at the corners—looked much longer, but were still clump-free.

—ALYSSA KOLSKY HERTZIG



FREE STUFF

These products aren't available in stores until next month, but the first 500 *Allure* readers to sign up at noon EDT on the dates below will get one free. Log on to allure.com/freestuff for details.

- (1) **SEPT. 1 Pureology SuperSmooth Smoothing Elixir.** A dab of this camellia-oil-and-shea-butter serum defrizzes and adds shine to dry hair.
- (2) **SEPT. 2 Jane Iredale Double Dazzle Dual Highlighter Pencil.** This chubby gold-and-copper crayon makes it easy to try fall's metallic trend.
- (3) **SEPT. 3 Rodan + Fields Mineral Peptides SPF 20.** Part treatment, part makeup, this powder provides sheer coverage while soothing skin.
- (4) **SEPT. 4 Victoria's Secret Velvet Amber Blackberry Fragrance.** This fruity-floral scent is just as lush as its namesake fabric.

—JENNIFER KASS



32% of women have cried over a breakout.

—SEA BREEZE SURVEY

HIGH NOTES

Justin Timberlake has won Grammys, killed it on *Saturday Night Live*, and revived the fedora. Now he's the face of Givenchy's new men's scent, *Play*.

What cologne would your character from "Dick in a Box" wear? "That guy's trying way too hard. That guy wears way too much cologne." **What was your first scent?** "Polo. It was a big deal for '80s kids." **Were you involved with the creation of *Play*?** "I didn't go in and, like, mix things. But I told them I wanted something citrusy and fresh. I like that out-of-the-shower smell."

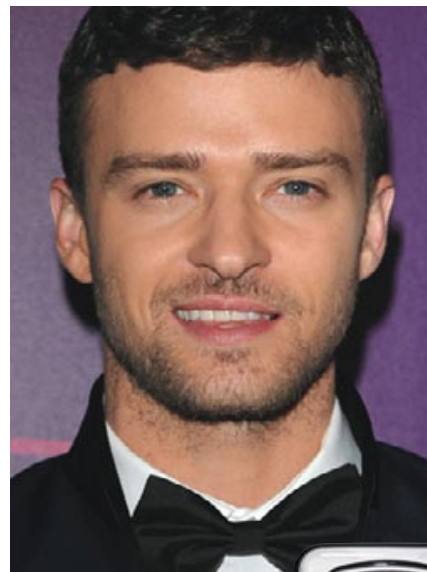
How long does it take you to get ready? "Not too long. A half-hour, tops."

What about your hair? "My secret for my hair is that I don't wash it. I shampoo it once every ten days or so. It's more manageable with the natural oil."

Curly hair is hard, right? "It's very hard. They don't make shampoo for curly hair. They say they do, but they don't." **How do you get that perfect stubble?** "I just use a trimmer. If I keep it at a certain length, I get fewer complaints about how it feels against the cheek."

What scents do you like on women? "I'm the quintessential male. They did a study on what men really like to smell on women, and they responded to things like pumpkin pie and vanilla way more than a bouquet of flowers." **So you want a woman to smell like pumpkin pie?** "Well, when you smell something like fresh-baked cookies, you're like, 'Mmm, I want a cookie.' It's the same thing with men. We're such primates."

—ALYSSA KOLSKY HERTZIG



CLOCKWISE FROM TOP LEFT: PATRICK DEMARCHELIER; SARA DE BOER/RETNA; DAVID COOK (STILL LIVES)

SHOPPING GUIDE: Cover Girl, covergirl.com. Givenchy, dillards.com.