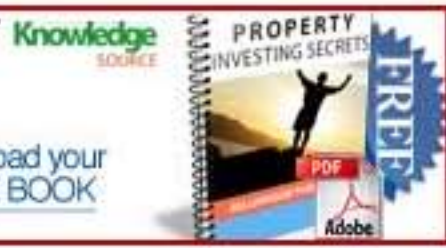




# How To Make **SERIOUS MONEY** in Today's Property Market...



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## Leave the falsies to the drag queens

AAP, The West Australian  
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VICTOR FRAILE/Reuters ©

It's bye-bye Barbie, according to beauty trend watchers, who say fake eyelashes are going the way of hair extensions and fake nails.

"We're definitely seeing more of a shift away from the Barbie ideals we had in the last decade," says Yasemine Turker, editor of how-to beauty website primped.com.au.

"Women are embracing their looks more and feeling comfortable with ageing gracefully.

"Even make-up trends are supporting this, with natural, barely there make-up hitting the runways in Australia and overseas."

Annalisa Armitage, owner of My Image Consultant, says there is definitely a trend towards a more natural look but that doesn't mean no one is faking it.

"Let's face it, we can all do with every little bit of help that we can get, we just have to not be obvious about it," she says.

"It's that obviously fake Barbie doll kind of longer ... blonde extensions that wouldn't be around (and) fake nails (don't fit) with that more natural, pared back kind of look."

New lines of lash-growing mascara, purportedly containing "eyelash growth stimulators", and lash extensions are replacing fake eyelashes, Turker says.

"Lashes have recently stormed onto the beauty radar, with lash-growing mascara and lash extensions becoming a significant trend within the industry," she says.

"Having long lashes is something most women strive for, they have a real sense of femininity attached to them and because of that women are keen to embrace this trend."

It is also a relief not to have to struggle applying fake ones.

"The majority of women find false lash application close to impossible, so if you can get the same effect without having to risk poking your eye out, why not give it a go," Turker says.

The new naturalism doesn't mean that botox and fake boobs are out. There are still plenty of people lining up to go under the knife, Turker says.

"Ask any plastic or cosmetic surgeon out there if there's a slowdown in business and they'll say absolutely not," she says.

"While the trends may be changing, there are still plenty of women who are into cosmetic surgery. It all comes down to personal preference."

### Turker's tips for healthy natural hair and nails:

- Apply a hair treatment product twice a week after conditioning. It's food for your follicles. Quite literally.
- Pick shampoo and conditioner that's catered to your hair type.
- Never brush wet hair, only comb it through.
- Use a strengthening nail polish if your nails are brittle and if they chip, don't peel them.

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