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You are in a hurry, running late again, and the darn mascara just won't stay on. Your eyelashes are too fine, too short, and just have no body. What can you do? Latisse!

Latisse is a new product from Allergan designed to solve these very complaints. Formulated as a treatment for glaucoma, bimatoprost (Lumigan) is an eye drop that lowers pressure in the eyes and helps prevent progression of optic nerve damage in glaucoma. Interestingly, people taking Lumigan invariably find their eyelashes growing quite long...some gentlemen even need to visit the barber regularly to have their lashes clipped. Not surprisingly, Allergan quickly pounced on the cosmetic implications of this quirky side effect, ultimately producing Latisse for use directly on the eyelids.

Latisse is a prescription treatment for hypotrichiasis (a fancy name for insufficient eyelashes) which promotes eyelash growth making them longer, thicker, and darker. Applied nightly using a fine eyeliner brush, Latisse prolongs the active growth phase of the normal eyelash in its life cycle resulting not only in thicker lashes, but more eyelashes as well.

To apply properly, gently clean your face and eyelids with warm soapy water. Holding the applicator brush horizontally, carefully place a drop of Latisse close to the tip and gently draw the brush across the upper eyelid at the base of the eyelashes (where the lashes meet the skin) from the inner corner toward the outer corner of the lid. Blot away any excess Latisse and dispose of the applicator. Do not treat the lower lids because excessive lash growth there can cause serious eye problems (entropion).

Consistency is the real key to success with Latisse so make it part of your bedtime routine for best results. Most people (50%) will see significant improvement in as little as 8 weeks, with nearly 80% of people noticing the full effect by 4 months. Best of all, once the lashes reach the desired length and fullness, you can cut back on the applications to maintenance level of whatever you need, frequently only 2-4 times per week.

Fortunately, Latisse has very few side effects. If you get some in the eye, it may burn temporarily but will do no harm...remember, it was initially designed as an eye drop. It may lower the eye pressure but that is of no consequence in this setting. If you are taking glaucoma medicines, be sure to mention it to your eye doctor before starting with Latisse but that is not likely to be a problem. Some people will notice a slight dark discoloration of the skin in the area of the applications but this is most often reversible if you stop the product. Itching or redness may represent hypersensitivity to Latisse and may require you to stop the applications. If you do stop the applications, expect your eyelashes to return to their original state over several weeks.

Available by prescription only, Latisse is the only FDA approved product for eyelash growth, is very safe and works very well in almost everyone. It is totally reversible so

what do you really have to lose? Now you can have those thicker, longer, darker eyelashes that you have always dreamed of.