

# WHAT'S YOUR MASCARA GOAL?

## LENGTH

YOUR LASHES ARE...



**SUPER SHORT**  
*Maybelline New York Volum' Express The Colossal Spider Effect Mascara* was inspired by bold lash looks on the runway, so expect dramatic, luscious lashes that last. \$10, [shoppersdrugmart.ca](#).

### SUPER STRAIGHT

*M.A.C Cosmetics Instacurl Lash Mascara* comes with a curved wand that hugs your lash line and helps add some curl. \$28, [maccosmetics.ca](#).



## VOLUME

YOU WANT YOUR LASH LOOK TO BE...



**FALSIE-LEVEL FIERCE**

### BOLD, BUT STILL NATURAL-LOOKING

*Almay One Coat Multi-Benefit Mascara* boosts volume and definition, while also working to strengthen your lashes with keratin. The result? An impossibly lush fringe that looks natural. \$10.50, [walmart.ca](#).



DO YOU NEED A WATERPROOF FORMULA?

YES

*Revlon Ultra Volume Waterproof Mascara* boasts a mega-lash effect by using a triple-groove brush with short and long bristles. This means maximum volume without clumps—all in a waterproof formula. \$12, [shoppersdrugmart.ca](#).



NO

THE LOOK YOU'RE AFTER IS...

### DRAMA, DRAMA, DRAMA

*L'Oréal Paris Féline Mascara by Voluminous* provides bold, dense and full lashes in an ultra-glossy black formula, bestowing you with a look like Lady Gaga or Kim Kardashian West. \$13, [amazon.ca](#).



### ELEGANT GLAMOUR

*Annabelle Outlash Mascara* gives you a hefty dose of volume with a twisted brush that also fans lashes. The formula features carnauba extract, which conditions lashes to give your eyes that old Hollywood soft-focus glow (think Audrey Hepburn or Ava Gardner). \$10, [annabelle.com](#).



## DEFINITION

DO YOU PREFER NATURAL BEAUTY BRANDS?



**NOT NECESSARILY**

DO YOU LIKE TO PLAY AROUND WITH YOUR EYE LOOK?

YES

### I LIKE SWITCHING UP MY STYLE

*CoverGirl So Lashy! Mascara by BlastPro* gives you plenty of versatility with three ways to use the unique brush—lengthening, volumizing and separation—plus, it gets hard-to-reach lashes for extra definition. \$13, [shoppersdrugmart.ca](#).



### I KEEP IT PRETTY CONSISTENT

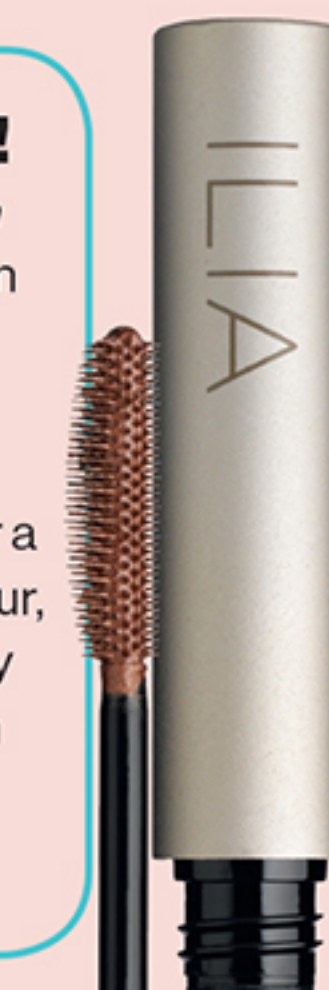
*The Estée Edit The Edgiest Up & Out Double Mascara* is double-ended. The bristle brush offers volume, while the moulded brush lifts and separates lashes for an incredibly defined look. \$28, [sephora.ca](#).



LOOKING FOR SOMETHING UNEXPECTED?

### YES, PLEASE!

*Ilia Beauty Mascara* is a great green option with a twist. You can go with basic black (Nightfall), but we recommend opting for a shade with subtle colour, like Macao, a coppery hue that will brighten your whole face. \$31, [beautymark.ca](#).



### NOT REALLY

*Beautycounter Lengthening Mascara* perfectly separates lashes while boasting a natural formula—featuring such good-for-you ingredients as organic pomegranate and acai oils and organic cocoa and shea butters. \$36, [beautycounter.com](#).

