



Botox maker lashes out with new drug

By **CHRISTINE McCONVILLE**

Coming soon to beauty vendors near you: Latisse, the first prescription product for longer, thicker lashes.

The U.S. Food and Drug Administration has approved the eyelash-growing drug made by Allergan Inc., best known for its wrinkle-smoothing hit Botox.

Latisse is expected to hit the market by the end of March and possibly top \$500 million in annual sales. The once-daily treatment is applied to the base of the upper eyelash with a disposable applicator. Allergan said a 30-day supply will cost \$120.

The results won't be immediately visible. It may take up to three months to develop thicker, longer and darker lashes. And once the treatments are stopped, eyelashes will return to their original state.

Tiffany Ta, 40, of Braintree, was intrigued.

"It sounds fun," said Ta, who had her eyelashes temporarily extended while visiting China. At a Vietnamese restaurant in

Boston's Chinatown yesterday, she said she's willing to try any beauty treatment, as long as it doesn't require surgery.

"Why not?" she said.

But Al Bark, 27, of Dorchester, called Latisse "stupid — \$120 to have my eyelashes grow? No thanks," he said at a CVS store in Downtown Crossing.

At the Clinique counter at Macy's, Alice Fernandez of Venezuela said it didn't

seem to be worth the money.

"For just a little volume, it's very expensive," she said.

The people who do buy it must be careful.

Latisse can cause hair growth on any skin it touches, and there's no guarantee that both sets of lashes will grow the same way.



LONGER LOOK: Above are photos of a woman's eyelashes before, top, and after using Latisse, a new product by Allergan Inc. that promises fuller lashes.

