

# Get lashed

They were once the preserve of drag queens and '60s fancy dress parties, but false lashes are back. Michelle Obama sported glorious fakes during her recent UK trip and Cheryl Cole's *X-Factor* appearance would not be complete without her fluttering falsies.

Professional brands are getting in on the act as well and becoming really creative with their lashes, such as Salon System, whose Boho Lash collection is very glamorous.

Salon System marketing manager Kathy Holroyd believes salon owners should invest in this trend. "Lash bars are popping up everywhere. Everyone wants a piece of the action," she says.



**Salon System offers creative lashes**