



A growing trend in eyelashes *Updated:*

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TAMPA (FOX 13) -

Dawn Bonezzi believes her daily trips to the [gym](#) not only boost her health, but her appearance as well.

"I've exercised my whole life ... I like the euphoric feeling after a workout," she said.

"You live in Florida you have to [look good](#)!"

So when she heard about a product that could give her eyelashes a boost, she decided to give it a try.

"It's a very thin brush, very thin, and you use it very sparingly," she said.

It's called Revialash. Dawn's been using it more than a year.

"You sweep it on once a night, and in three weeks or so you have luscious lashes," said Hannah Murray Duncan of Athena Cosmetics.

She says an ophthalmologist created the product in 2006 after his wife lost her eyelashes while battling breast cancer.

"Our product is ophthalmology reviewed, dermatology reviewed, it's hypoallergenic," Duncan said. "It is not tested on animals. It's purely a cosmetic product."

And because it's a cosmetic, Revitalash did not undergo the same FDA approval process as prescription drug - Latisse - which helps thicken, lengthen and darken lashes.

Duncan said Revitalash makes lashes look better by nourishing them – no prescription needed.

"It's the same thing as why we put conditioner in our hair," he said. "It's really conditioning the lashes making them healthier."

"The major problem with these products besides their cost is you need to keep using them," Dr. Jeffrey Epstein, a Miami surgeon, said.

When Latisse doesn't work, he offers a permanent solution. It's called eyelash transplant surgery.

"It has become a very popular procedure and for good reason because patients are really happy with the results," Epstein said.

It's not for the faint of heart. Epstein takes hair follicles from the back of your head. His YouTube video shows him sewing them into your eyelids.

"The hair is threaded through the eyes of the needle," he said. It's a curved needle, and they're actually threaded through so they emerge from the eyelid margin in a curved fashion. No other type of hair transplant is done that way."

"It's not a maintenance-free course after the procedure because basically these hairs are going to continue to grow just like scalp hair, in addition if your hair turns gray your eyelashes will turn gray," he said.

"I'm about low maintenance," Bonezzi said.

She said her over-the-counter fix allows her to spend more time having fun and less time applying make-up.

"Your lashes, they're fuller and they curl more. I don't even have to use an eyelash curler," she said.