Whoa: Origins GinZing Brightening Mascara

Written by Claire Perkins

Whoa.

It takes a lot for a mascara to be impressive, if you ask me. They all just kind of make lashes slightly bigger and sort of darker and mildly longer, but there isn't a brush or formula that's ever really made a huge difference to me. Might as well go with drugstore brand for $7 and pile it on.

I read recently in Lucky Mag that this Origins GinZing Brightening Mascara is miraculous, and because I trust their Beauty Director Jean Godfrey-June and have for a decade, I took her glowing review straight to Macy's and bought a tube without even trying it or asking any questions.

I never liked when people wrote that mascara "makes it look like you have false lashes on" because it just is thrown around too much (and simply not true in most cases). I found this to be as close to falsies as any mascara I've tried- somehow it helps them just look uniform in length, lush and full, but still soft. It contains little glimmering brightening properties too, to make your eyes glisten. Best of all, it is completely vegan and paraben-free, so your fab beauty doesn't come at the cost of sad animals or cancer.

Never going back.

Macys, $17.50.