

Nelema Cona

## Product Review Assignment

Lash clusters have quickly become a popular beauty trend that is creating a simple yet efficient way to enhance natural lashes. These little, individual lash clusters are intended to be placed on the lash line to create a fuller, more voluminous look without the commitment of eyelash extensions. In this research report, I'll look closely at Ardell Lash Clusters, concentrating on its effectiveness, components, and marketing techniques. To look more in-depth at the evolution of lash enhancement, how cosmetic trends from the 1960s, such as drawing lashes on the lower lash line, prepared the way for today's lash products.

Ardell Lash Clusters have been marketed as an affordable at-home alternative to professional eyelash extensions. The product promises to provide a natural yet voluminous appearance without the effort of applying full-strip lashes or using extensions. When I first tried the Ardell Lash Clusters, I saw that they lived up to their promises to some extent. The application technique was simple, and the clusters blended nicely with my natural lashes. “Ardell Active Lash Clusters are fitness-friendly lashes that deliver vivacious volume, quick eye raise and sweat-proof, long-wear. Designed for active lifestyles, these high endurance lashes keep their 3D curl” (Ardell, 2019). I chose to put them in the outer corners of my eyes to get a more dramatic, wide-eyed effect, which has been an effective way for me to enhance volume. This way of applying lash clusters creates the appearance of thicker lashes without the heavy full-strip lash effect, which is frequently too aggressive for my personal preference. After application, the lashes stayed in place for the majority of the day. However, I did note that when exposed to humidity or moisture, they were somewhat looser. Some customer reviews on Amazon and Ulta said similar experiences, mentioning the natural look but noticing that the lashes fell off more quickly than other alternatives. However, several individuals praised the clusters' lightweight feel, which made them more suitable for all-day use.

It's worth noting that even before lash clusters became fashionable, cosmetic trends like painting or drawing lashes on the lower lash line were common. In the 1960s, many women used eyeliner or mascara to create the appearance of luscious lower lashes, frequently producing

dramatic, exaggerated lashes with cosmetics to draw attention to their eyes. This style reflected a time when mascara was one of the only tools available for eyelash extension, and achieving a full lash appearance frequently needed imaginative skills and creativity. In some ways, lash clusters have transformed an old fashion, giving a more efficient, realistic option for adding volume without the need to draw lashes.

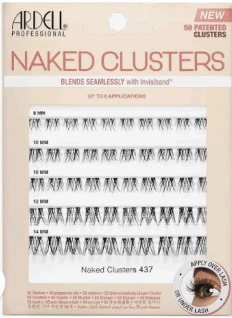


Ardell Lash Clusters gives you a DIY approach to creating fuller lashes, allowing you to easily add volume at home without the need for professional lash extensions. Unlike lash extensions, which are created and placed by a professional to suit your natural lashes flawlessly, Ardell Lash Clusters are meant for at-home use, letting you apply them yourself and modify the appearance any way you prefer. While they may not give the same extent of expertise or customization as extensions, they are a simpler and less expensive approach to achieving the same result. Ardell Lash Clusters are mostly made of synthetic materials, with Polybutylene Terephthalate (PBT) provided the major constituent. PBT is a lightweight, resilient, and flexible plastic. PBT is often used in false lashes because it mimics actual human hair, making the lashes appear realistic and maintain their natural shape over time. The material is extremely resistant to harm, allowing the lashes to stay longer and keep their curl after multiple uses. The adhesive used for attaching the clusters is cyanoacrylate, which is a fast-drying glue that attaches tightly but can irritate delicate skin or eyes, so test it beforehand. The glue also contains glycerin and propylene glycol, which keep it from drying up too quickly. The glue used for cluster lashes isn't meant for long-term wear and can damage your natural lashes if you're not careful when removing them. It's usually water-based glue, so you can take the lashes off without needing any special tools, like tweezers or a remover gel. But even though it's easy to remove, you have to be super careful when taking the lashes off because it's easy to accidentally pull out some of your real lashes, which could cause damage that lasts (Wensley, 2024). Overall, the components in Ardell Lash Clusters are safe for most individuals, however, those with sensitive skin or eyes require care while applying the glue.

Ardell's marketing approach for Lash Clusters highlights effortlessly, accessibility, and creating a "natural yet glamorous" look for everyday women. "cluster lashes are often applied at home or, somewhat controversially, in a salon for a temporary boost. They can create volume and

drama for a special event but lack the level of personalized application and, of course, the longevity that professional eyelash extensions offer” (Wensley, 2024). Beauty lovers, busy professionals, and anybody looking for a simple, low-cost approach to improving their lashes without having to go through pricey salon processes are among the target market. The brand's advertising highlights the ease of applying the clusters at home, with lines like "Instant volume, no appointment needed" and "Get a fuller lash look with minimal effort”. Images in commercial materials frequently show women with sleek, voluminous lashes that blend smoothly with their own, supporting the impression of attaining a professional lash appearance without the use of expensive extensions. The brand also promotes the product through social media influencers and beauty bloggers, who demonstrate how easy it is to apply the lashes and provide ideas on how to alter the appearance depending on unique trends. For example, I like how putting Ardell Lash Clusters to the outer corners of my eyes adds volume without being overly dramatic. This is exactly the type of natural, adjustable lash appearance that Ardell advocates. “Anyone who leads a busy life or lives in a humid climate will appreciate lashes that keep it fresh day and night” (Ardell, 2019). Their advertisements usually highlight the product's flexibility, demonstrating that it can be used for everything from a simple daily appearance to more intensive daytime makeup trends. Marketing messages are frequently accompanied by instructions, and influencers share "before and after" photographs that demonstrate how simple it is to use the clusters. This technique makes the product feel more accessible and powerful to a diverse variety of customers, particularly those who may be frightened by more difficult lash enhancement choices such as extensions or false strip lashes.

On the other hand, professional eyelash extensions are more expensive and time-consuming, but they provide a more lasting and individualized look. Unlike cluster lashes, which can be done in minutes, real eyelash extensions require one to two hours to install. This is because each extension is carefully attached to your natural lashes one at a time, requiring a professional technician to guarantee everything appears natural and stays in place for weeks. While eyelash extensions are expensive, you are paying for the technician's skill and the quality of the results. However, it is important to know that extensions can feel heavy, especially if you choose a thick or long pair, and if they are too heavy for your natural lashes, they can cause damage or even lead you to lose your natural lashes over time.

In conclusion, Ardell Lash Clusters provide a practical, efficient alternative for boosting lashes, particularly for those seeking a more natural look with more volume. The product lives up to its claims, providing a bigger lash look with no effort. While the adhesive can be problematic and durability varies depending on the conditions, their ease of use and comfort make them a popular choice. The ingredients are generally safe for most consumers, but individuals with sensitive skin or eyes should take extra care. Beauty trends have developed throughout time, from the creative techniques utilized in the 1960s, such as painting lower lashes, to today's more efficient and realistic lash treatments. In my experience, placing lash clusters to the outer corners of my eyes provides a lift and bigger look without the weight of full strip lashes. Ardell's marketing approach highlights simplicity, accessibility, and the ability of customers to acquire a professional appearance on their own. Whether you want to recreate the dramatic lash looks of the 1960s or simply want a simple method to enhance your lashes, Ardell Lash Clusters is a flexible and user-friendly option.

		
<p><b>Ardell</b> Naked Lash Clusters 437, 50 Patented Cluster Lashes, Eyelash Extension Kit Up to 8...</p> <p>Individual</p> <p>★★★★★ 34 300+ bought in past month</p> <p>\$7<sup>19</sup> List: \$11.99</p> <p>Save more with Subscribe &amp; Save Extra 30% off when you subscribe</p> <p>FREE delivery <b>Mon, Dec 9</b> on \$35 of items shipped by Amazon Or <b>Prime members</b> get FREE delivery <b>Wed, Dec 4</b></p> <p>Add to cart</p>	<p><b>Ardell</b> Naked Press On Pre-Glued Underlash Extensions - Soft Volume</p> <p>Individual 31 Piece Set</p> <p>★★★★★ 293 1K+ bought in past month</p> <p>\$7<sup>79</sup> List: \$13.00</p> <p>Save more with Subscribe &amp; Save Save \$1.56 with coupon</p> <p>FREE delivery <b>Mon, Dec 9</b> on \$35 of items shipped by Amazon Or <b>Prime members</b> get FREE delivery <b>Wed, Dec 4</b></p> <p>Add to cart</p>	<p><b>Ardell</b> Naked Extensions, 56 Knot-free Individuals, 1 pack</p> <p>Individual 1 Count (Pack of 1)</p> <p>Options: 2 sizes</p> <p>★★★★★ 85 600+ bought in past month</p> <p>\$7<sup>19</sup> (\$7.19/Count) List: \$11.99</p> <p>Save more with Subscribe &amp; Save Save \$1.44 with coupon</p> <p>FREE delivery <b>Tue, Dec 10</b> on \$35 of items shipped by Amazon Or fastest delivery <b>Sun, Dec 8</b></p> <p>Add to cart</p>

References:

Ardell. (2019). Ardellshop.com.

[https://www.ardellshop.com/ardell-active-lash-clusters-dash-40-pc.html?srsId=AfmBOoophC9lf-Hi5XexZAXv7A3WCRjUeweIXzqGZIO\\_Eq3ioznFulFd](https://www.ardellshop.com/ardell-active-lash-clusters-dash-40-pc.html?srsId=AfmBOoophC9lf-Hi5XexZAXv7A3WCRjUeweIXzqGZIO_Eq3ioznFulFd)

Administrator, P. L. (2018, March 28). Individual Lash Extensions vs Clusters. Pearl Lash.

<https://pearllashextensions.com/individual-lash-extensions-vs-clusters/>

Wensley, H. (2024, February 22). Cluster Lashes are NOT Lash Extensions! Here's the Deal.

London Lash US.

<https://londonlash.com/blogs/news/cluster-lashes-are-not-lash-extensions-here-s-the-deal>