

The
Ordinary.

Is This The End Of Mascara As We Know It?

Light on lashes, heavy on hold.

The Ordinary launches a science-first transparent lash formulation that holds lift and curl.



Enhancing, rather than covering.

In today's beauty landscape, it seems that less really is more. The trend of a defined, full-faced makeup look is decreasing in popularity, with consumers searching for products that let real skin shine through. This shift adopts a skin-first philosophy where enhancing, rather than covering natural features is key.

"Clean Girl" and "model-off-duty" are Gen Z-driven TikTok aesthetics that rose to popularity in the early 2020's, but show no signs of slowing down in popularity. Google searches for the "Clean Girl Aesthetic" reached over 260,000 in June 2025¹. As heavy foundation and dramatic lashes take a backseat, subtle definition is in.

On the 2nd of December, The Ordinary will launch its **Lash Curl Finisher**, a transparent anhydrous gel that coats each individual lash to support, lift and hold a curl for immediate, natural lash definition. This styling gel immediately enhances the appearance of natural eyelashes and offers all-day hold for curled lashes.



Formulated with clinically-backed film formers and one of The Ordinary's signature hydrating ingredients—Squalane, Chemists at The Ordinary have taken a science-first approach to the development of its **Lash Curl Finisher**.

The product has molecules that create a mesh around your lashes, and once it's dried down, the mesh holds the curl.

Film Formers are a category of polymers that come together to create a rigid film on the surface of the lashes, allowing them to hold a curl, and make lashes look more defined. But unlike other clear mascaras, doesn't leave lashes feeling brittle.

Squalane is an emollient hydrocarbon that provides flexibility to the formulation, while conditioning and moisturizing the lash hairs.

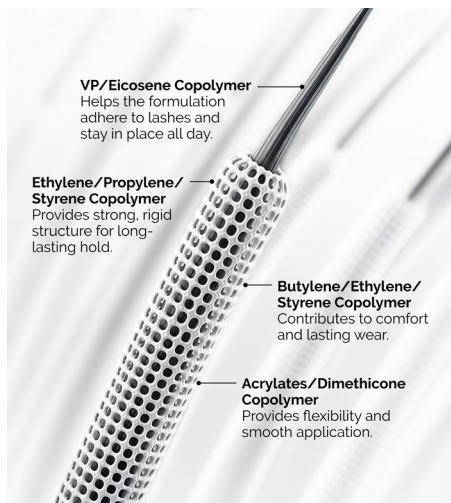
¹ [Exploding Topics: Clean Girl Aesthetic](#)

The Anatomy of a Curl Hold

Lash lifting requires the reshaping of lash hairs into a more lifted position.

This can be done permanently, through processes that act directly on the disulfide bonds between keratin filaments, or temporarily, by using a styling product that can be removed through cleansing.

The Ordinary's **Lash Curl Finisher** uses film formers that create long chains around the hair shaft, coating the surface they are applied on before forming a dry, strong film. This film can be removed at the end of the day with a cleanser. Because lash lifting products provide a temporary benefit, they will not alter the structure of, or cause lasting damage to lash hairs.



The Ordinary's **Lash Curl Finisher** is formulated with a blend of four distinct film-forming technologies, each serving a unique purpose. The combination of these polymers provides a balance between rigidity and flexibility, making the formula long-lasting but also comfortable on the lashes.



To achieve this clean, effortless look, curl your lashes and apply **Lash Curl Finisher** as a last step in your regimen. Apply in the AM, and remove with cleanser in the PM for your all-day curl.

The Ordinary

Lash Curl Finisher

Price : 10.90 € | 10 mL

The Ordinary Store, Runstraat 10, 1016 GK Amsterdam, The Netherlands

Additional information about The Ordinary may be found at:



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