

Top 10 Timeless Mascaras

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From runway artists to everyday beauty lovers, mascara has remained the most used makeup product for decades. Even in 2025, certain formulas continue to dominate thanks to their innovation and unmatched lash-transforming power. Based on expert rankings, here's our editor's pick of the mascaras that truly stand out :

For Length & Precision :

Maybelline Great Lash Mascara

For generations, the lime-green-and-pink tube has been a staple. Maybelline Great Lash revolutionised water-based formulas and remains one of the most recognisable mascaras in beauty history. Its simplicity, affordability and dependable results keep it firmly in the "all-time classic" category.

Dior Diorshow Mascara

Next, stepping into the world of luxury, Dior Diorshow continues to define high-end lash drama. Makeup artists swear by its XXL brush that provides a bold, glamorous finish—making it a backstage essential season after season.

Defining Volume

Lancôme Définicils Mascara

Renowned for its separating and lengthening power, Lancôme Définicils has held its place on top-10 lists for years. Even today, it remains a go-to for those seeking fluttery, elegant lashes without clumping.

L'Oréal Voluminous Original Mascara

Beloved for its rich pigment and instant volume, L'Oréal Voluminous proves that you don't need to spend big for dramatic lashes. It continues to be a bestseller and a red-carpet favourite among makeup pros.

Cult Classics :

Too Faced Better Than Sex Mascara

When the hourglass-shaped brush debuted, it sparked a modern mascara revolution. With its bold volume and ultra-black formula, Too Faced Better Than Sex became a viral sensation—and remains one of the most influential mascaras of the decade.

Benefit They're Real! Mascara

Benefit's They're Real! continues to make waves for its jet-black definition and precise bristles. Its ability to lift, separate and lengthen makes it a versatile pick for all lash types.

Modern Formulas :

It Cosmetics Superhero Mascara

Loved for its conditioning and “elastic stretch” technology, this mascara offers dramatic length while nourishing lashes. It’s a perfect blend of skincare and makeup—one of the strongest trends of 2025.

Tarte Lights, Camera, Lashes! Mascara

This multitasking favourite remains a frequent editor’s pick. Whether you want curl, length, volume, or nourishment, Tarte’s iconic 4-in-1 formula delivers.

NARS Climax Mascara

Finishing off the all-time greats is NARS Climax—its rich black pigment and buildable formula make it ideal for both subtle and intense looks. In 2025, it continues to command strong loyalty from beauty enthusiasts.

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