

Brown mascara is back as a softer, cooler alternative to full-on black

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Getty.

There's nothing more impactful than a pitch-black mascara, but brown mascara is gaining a legion of fans for being a more flattering every day staple



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Brown has always been seen as the boring alternative to black – justifiable bearing in mind no one ever talks about slipping on a “little brown dress” as a euphemism for looking their sexiest self. With that in mind, brown mascara has re-marketed itself. And now that it's the cool, understated alternative for days when you want to kick back with jeans and a T-shirt rather than the lash equivalent of a black push-up bra, it certainly deserves a try.

On TikTok the search term 'brown mascara' has amassed 3.1 billion views, with many crediting the popularity of 'clean girl makeup' with its return as it feeds neatly into the aesthetic.

Hailey Bieber, the ultimate poster girl for this take on 'no make-up make-up' recently posted a picture on Instagram with her signature glazed skin, fluffed-up brows and rosy cheeks, but this time sporting what looked like an all-chocolate eye. Her makeup artist, Lea Darcy, confirmed our suspicions stating, “Brown mascara just hits dif”.