

UDC 615.47:391.8

DOI <https://doi.org/10.24919/2308-4863/87-2-18>

Lolita MALA,

orcid.org/0009-0009-4853-0960

Bachelor;

Beauty Studio Owner, Working Eyelash Extension Artist

Beauty Studio "Lash Zone"

(Kyiv, Ukraine) lolitamal8800@gmail.com

EVOLUTION OF VOLUME EYELASH EXTENSION TECHNIQUES: INFLUENCE ON MODERN CANONS OF FACIAL VISUAL AESTHETICS

Ideas about harmonious proportions and attractiveness have been formed since ancient times and in different historical periods had their own characteristics. In the modern world, these ideas are constantly changing under the influence of fashion, technology and socio-cultural trends. One of the important factors influencing the visual perception of the face has become various cosmetic procedures, in particular eyelash extensions. The article analyzes the historical stages of the development of eyelash extension techniques, outlines key changes in the materials and methods used. It is found that this procedure appeared in the USA in 1931 and later became popular all over the world. The main stages of the development of eyelash extensions are outlined, which allowed to demonstrate the sustainable development of the beauty industry in the direction of innovation, technological improvement and increased individualization of services. The main types of eyelash extension techniques are characterized, namely classic, volumetric and Hollywood volume. It is noted that in addition to the above types, there are various options for eyelash extension effects, including natural, «chanterelle», doll-like, and sparse. Each of these effects is selected according to the shape of the person's face and eye color. The focus is on the factors that determine the popularity of volumetric eyelash extensions. One of these is the psychological perception of eyelashes as an external marker of a person's attractiveness. Provided that the configuration of synthetic eyelashes is carefully selected, the aesthetic effect is optimized, and the technique of their attachment is precisely implemented, eyelash extensions can not only correct facial asymmetry and visually expand the gaze, creating the illusion of makeup without its actual use, but also provide specific visual results, in particular, the lifting effect or the characteristic sharpening of the eye shape. Thus, eyelash extensions appear not only as a popular aesthetic procedure, but as a holistic tool for forming a visual image that takes into account the individual anatomical features and aesthetic requests of clients. A promising direction for further research is a more detailed study of the changing ideals of female beauty under the influence of digital media in the modern world.

Key words: beauty standards, facial attractiveness, historical development, extension techniques.

Лоліта МАЛА,

orcid.org/0009-0009-4853-0960

бакалавр,

власниця студії та працюючий майстер з нарощування вій

Студії краси «Lash Zone»

(Київ, Україна) lolitamal8800@gmail.com

ЕВОЛЮЦІЯ ТЕХНІК ОБ'ЄМНОГО НАРОЩЕННЯ ВІЙ: ВПЛИВ НА СУЧАСНІ КАНОНИ ВІЗУАЛЬНОЇ ЕСТЕТИКИ ОБЛИЧЧЯ

Уявлення про гармонійні пропорції та привабливість формувалися ще з давніх часів і в різні історичні періоди мали свої особливості. У сучасному світі ці уявлення постійно змінюються під впливом моди, технологій та соціокультурних трендів. Одним із важливих чинників, що впливають на візуальне сприйняття обличчя, стали різні косметичні процедури, зокрема нарощування вій. У статті було проаналізовано історичні етапи розвитку технік нарощування вій, окреслено ключові зміни в застосовуваних матеріалах і методиках. З'ясовано, що ця процедура з'явилася у США в 1931 році і згодом стала популярною у всьому світі. Окреслено основні етапи розвитку нарощування вій, які дозволили засвідчити сталий розвиток індустрії краси в напрямі інноваційності, технологічного вдосконалення та підвищення індивідуалізації послуг. Охарактеризовано основні види технік нарощування вій, а саме класичне, об'ємне та голлівудський об'єм. Зазначено, що окрім зазначених типів існують різні варіанти ефектів нарощування вій, серед яких натуральний, «лисичка», ляльковий, розріджений. Кожен з цих ефектів підбирається відповідно до форми обличчя та кольору очей людини. Акцентовано увагу на факторах, що зумовлюють популярність об'ємного нарощування вій. Одним із таких визначено психологічне сприйняття вій як зовнішнього маркера привабливості людини. За умови ретельного вибору конфігурації синтетичних вій, оптимізації естетичного ефекту та точної реалізації техніки їхнього прикріплення, нарощування вій здатне не лише скоригувати асиметрію обличчя й візуально розширити погляд, створюючи ілюзію макіяжу без його фактичного

використання, а й забезпечити специфічні візуальні результати, зокрема ефект ліфтингу або характерне заго-
стрення форми очей. Таким чином, нарощення вій постає не лише як популярна естетична процедура, а як ціліс-
ний інструмент формування візуального образу, що враховує індивідуальні анатомічні особливості та естетичні
запити клієнтів. Перспективним напрямом подальших досліджень визначено детальніше вивчення зміни ідеалів
жіночої краси під впливом цифрових медіа у сучасному світі.

Ключові слова: стандарти краси, привабливість обличчя, історичний розвиток, техніки нарощування.

Problem statement. Ideas about beauty standards define the dominant features of appearance that are considered most attractive in a particular cultural context. Over the decades, these ideas have undergone transformations, reflecting social, technological, and media changes. Appearance has gradually turned into a means of self-expression, and the development of scientific and technological progress has intensified public interest in improving the quality of life, including the aesthetic component of appearance. In the modern beauty industry, eyelash extensions have become one of the most popular cosmetic procedures. Its popularity is explained by the non-invasiveness of the method and the ability to quickly achieve an aesthetically pleasing result. This practice is driven by aesthetic and cultural perceptions of female attractiveness, in which long, thick eyelashes are traditionally associated with youth, beauty, and femininity. However, the relevance of the problem lies not only in the growing popularity of this procedure, but also in the need for a scientific understanding of its aesthetic, psychological, and socio-cultural impact.

Research analysis. Determining facial beauty is a reflexive and universal phenomenon that occurs instantly. The ability of a person to instinctively perceive and evaluate the attractiveness of a face without realizing the underlying cognitive mechanisms underlying this process remains a subject of scientific research. For centuries, artists, mathematicians, surgeons, and other specialists have sought to uncover the patterns of beauty recognition and its fundamental components. The problem of objectively determining the canons of beauty has deep historical roots, and already in ancient Greece, this topic received considerable attention.

Greek thinkers believed that facial beauty is formed on the basis of ideal proportions. In particular, Aristotle described beauty as “the feeling of harmonious or aesthetically pleasing proportionality”. Around 500 BC, during the heyday of Greek philosophy, key arithmetic principles were formulated, such as the 1:1 ratio (“unity”), the division of the face into thirds, and the concept of the golden ratio. These principles were intended to explain the basic foundations of visual aesthetics of the face through the prism of mathematical harmony (Lüttge, & Souza, 2019).

R. Faderani et al. (2024) in their article pointed out the significant progress in the field of facial anthro-

pometry in the twentieth century, which was due to the contributions of prominent surgeons such as Segers, Farkas, and Ricketts. They made direct measurements of facial features in both individuals judged to be attractive and those judged to be less attractive in order to compare and establish standards for attractive features. These researchers noted that facial attractiveness is determined by a complex interplay of numerous factors, not just simple proportions.

K. Hrytsyna and O. Moskvych (2024), in the process of cultural analysis of the transformation of ideas about female beauty during the twentieth and twenty-first centuries, found that during this period, beauty standards changed almost every decade. Appearance has gradually acquired the function of a means of personal expression, and the media have become the main channel of its representation. The most pronounced manifestations of the standardization of female attractiveness are observed in the field of mass culture, primarily in the fashion industry, cinema, and advertising practices. R. Faderani et al.

M. Oliveira de Melo (2024) conducted a thorough analysis of the main aspects of the eyelash extension industry. The researcher examined the aesthetic dimension of eyelash extensions in the context of cultural and personal preferences, analyzing the relationship between appearance, self-esteem, and social perception.

The purpose of the article is to analyze the historical development of eyelash extension techniques, to study their technological transformations, and to assess the impact of these changes on the formation of modern canons of visual facial aesthetics.

Summary of the main material. The concept of beauty, especially facial features, has a long historical basis. Standards of human beauty first appeared in ancient Egypt and Greece, where ideal proportions were used in sculpture and art. These ideals re-emerged in the Renaissance, when prominent figures such as Leonardo da Vinci, Vitruvius, Bergmüller, and Albrecht Dürer carefully applied proportional systems to define human beauty (Pavlic et al., 2017). Their work laid the foundation for visual codes that are still used in modern aesthetic procedures, including eyelash extensions.

Historically, eyelashes have always played an important role in shaping the attractiveness of wom-

en's faces, as evidenced by the practices of eye adornment in ancient cultures of the Middle East and North Africa (Pazhoohi, & Kingstone, 2022). Long, thick eyelashes were considered the standard of beauty, and later became the object of various procedures to aesthetically enhance the appearance.

Eyelash extensions are a procedure that involves the gradual attachment of synthetic fibers to each natural hair using a specialized hypoallergenic adhesive. As a result, an optically increased volume of eyelashes is formed with optimal length and curvature, which eliminates the need for decorative cosmetics to emphasize their appearance. This procedure appeared in the United States in 1931 and later became popular all over the world (Fig. 1). Initially, humiarabic, a transparent resin obtained from the dried sap of various types of acacia, was used as an eyelash glue. Over the course of several decades, important changes have occurred in the composition of eyelash extension adhesives. In 1974, technical innovations led to the introduction of latex glue and acrylic resin, in particular, polymethyl methacrylate. These adhesives had a thick consistency, dark color, and high allergenicity (Galimzyanova et al., 2020).

In the 21st century, the eyelash extension industry has moved to the active use of cyanoacrylate-based adhesives. These adhesives, which are derivatives of cyanoacrylic acid, quickly gained popularity due to their instant adhesion properties. They are considered the highest quality choice not only in the cosmetics industry, but also in many other household applications (History of eyelash extensions. How did it all start?, 2025). These historical changes in the composition of eyelash extension materials have had a significant impact on the level of safety, ease of use, and storage of products.

The evolution of eyelash extension techniques over the past decades demonstrates the steady development of the beauty industry in the direction of innovation, technological improvement, and increased individualization of services. From the initial techniques with limited functionality and aesthetic variation to modern personalized approaches based on a detailed analysis of the client's anatomical features and aesthetic preferences, there is a clear trend towards synergy of professional skills with advances in applied technology. This progress reflects not only the growing aesthetic demands of consumers, but also the improvement of image modeling tools in the context of modern standards of visual appeal. Today, there are several basic techniques for eyelash extensions, namely:

1) classic extension – involves attaching one artificial lash to one natural lash. This technique provides a natural and neat look, emphasizing the natural shape of the eyelashes without excessive volume;

2) volumetric extension (2D-3D) – consists in fixing two to three ultra-light artificial eyelashes on each natural eyelash. This approach significantly increases the density of the lashes and makes the look more expressive, while maintaining the relative lightness of the structure;

3) Hollywood volume (4D and more) – characterized by the maximum creation of a volumizing effect in the form of a "fan" with a large number of artificial cilia per natural lash. This technique is used to achieve a bright dramatic effect, which is especially important for photo shoots, special events, and evening looks (Eyelash extensions: what you need to know before this procedure, 2025).

In addition to these types, there are various variants of eyelash extension effects, including natural (a smooth gradient in the length of artificial eyelashes that corresponds to the natural growth of the natural eyelash row), the "fox" effect (using artificial eyelashes of different lengths with a gradual increase in their length from the inner to the outer edge of the eye), doll (using artificial eyelashes of the same length along the entire eyelash row), sparse (gluing bundles of artificial eyelashes at a given interval, which creates the effect of light moisture) (History of the development of eyelash extensions). Each of the effects is selected according to the shape of the face and the color of the eyes.

It is worth noting that the choice of the stylistic effect of eyelash extensions should be made taking into account the individual anatomical features of the face, including the shape of the eyes, the color of the iris, and the general oval of the face. According to practical observations in the field of aesthetic cosmetology, in the presence of elongated and thin facial features, it is advisable to apply styles with a visual rounding of the eyes, in particular, the "doll effect". For people with a round face type, it is recommended to use the same style carefully in order to harmonize the proportions. In the case of a classic oval face with well-defined cheekbones, it is optimal to choose a natural effect that emphasizes natural symmetry and gently accentuates the gaze without excessive visual transformation (Ruiz, 2024).

One of the key factors behind the popularity of eyelash extensions is the psychological perception of eyelashes as an external marker of attractiveness. It is known that certain appearance features, including thick and long eyelashes, are associated with youth, health, and fertility, universal traits that have evolutionary significance. This is confirmed by the results of a series of experiments (Adam, 2021) in which researchers modified the length of eyelashes in photographs of men and women and studied the

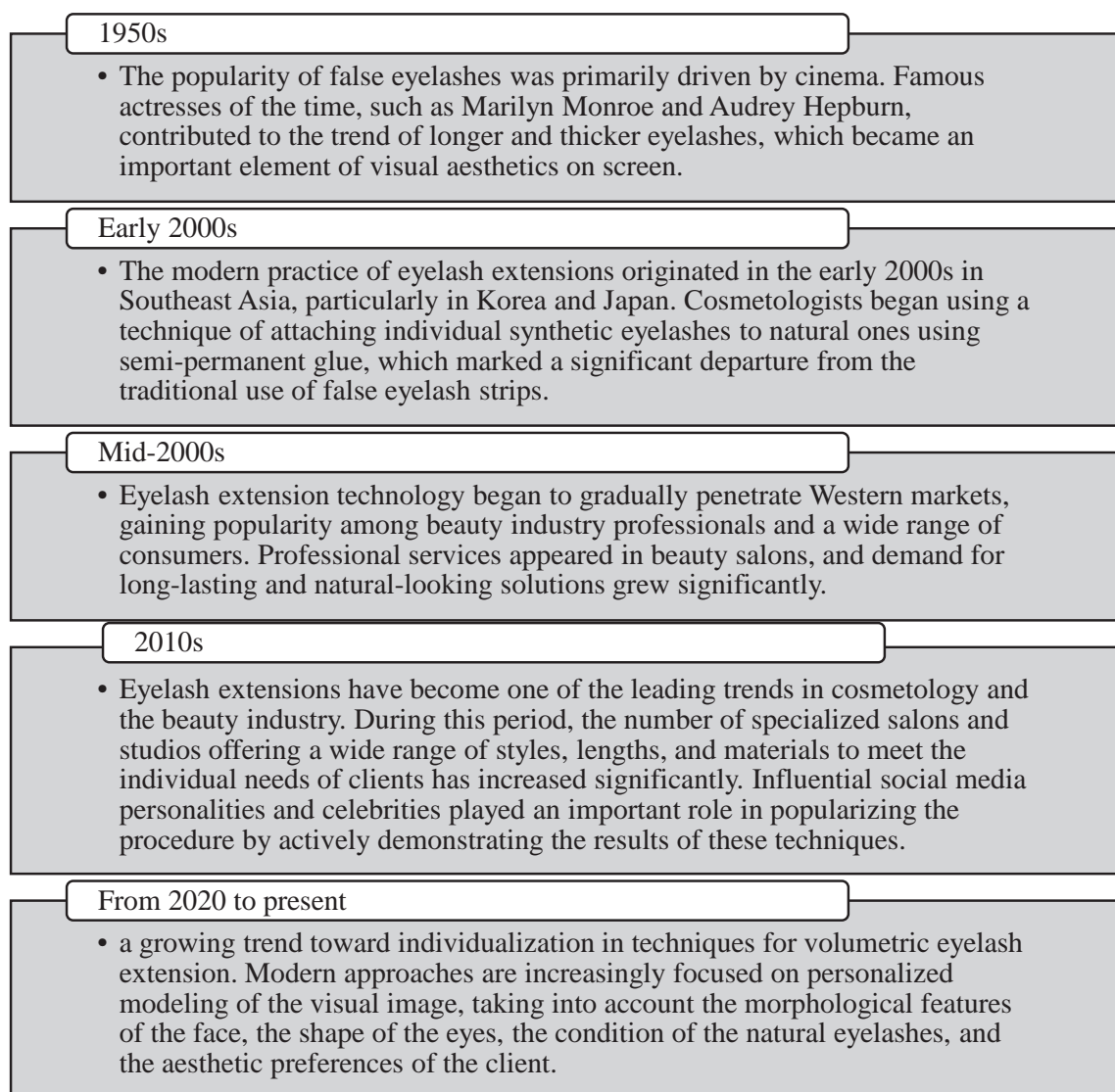


Fig. 1. Chronology of the evolution of eyelash extension techniques

Source: author's development

impact of this factor on the assessment of attractiveness, age, health, and femininity. It turned out that longer eyelashes increase the perception of female attractiveness, especially in older people, and also increase health and femininity ratings, although they do not affect the decrease in age ratings. These results demonstrate not only the socio-cultural but also the psychobiological basis for the popularity of eyelash extension techniques that visually create the effect of a young, open and expressive gaze.

With the right choice of artificial eyelash shape, effect, and precise technique, extensions can correct facial asymmetry, visually open the eyes, creating the effect of makeup even without actually applying it. It also allows achieving certain aesthetic effects, such as the effect of lifting or the so-called "cat's eye" (Oliveira de Melo, 2024, p. 5). In this context, it is worth noting that the popularity of such visual effects

in the modern world is largely due to the influence of the media. The media, in particular social media, are the main channels for broadcasting beauty ideals. Through advertising campaigns and collaborations with public figures, a well-established idea of the standards of attractiveness is formed: bodily proportions, typical facial features, well-groomed skin, absence or presence of hair on certain parts of the body. Thus, beauty is interpreted not only as an aesthetic category, but also as a symbol of social status, success, and compliance with cultural expectations (Eggerstedt et al., 2020).

In addition to the traditional influence of fashion, cinema, and media, artificial intelligence is actively shaping the modern idea of beauty. Currently, algorithms are being developed that can evaluate faces based on a number of parameters that correspond to the neoclassical canons of attractiveness. This opens

up new perspectives for the eyelash extension industry, which is increasingly focused not only on client requests, but also on algorithmically determined proportions that enhance the visual harmony of the face (Pavlic et al., 2017). In this context, eyelash extensions appear not just as an element of a beauty routine, but as a high-tech cosmetic practice that integrates the achievements of modern science, digital technologies, and a personalized approach. Eyelash extensions have become a popular cosmetic procedure that attracts significant attention from both consumers and beauty industry professionals. Continuous improvement of materials and extension techniques will provide customers with a wide range of individualized solutions adapted to facial features, appearance type, and even artificial intelligence recommendations.

Conclusions. Thus, the study confirms that volume eyelash extension techniques play an important role in the formation of modern canons of visual aesthetics of the face. The use of various styles and

approaches to extensions allows not only to emphasize individual features of the appearance, but also to harmonize the proportions of the face in accordance with current beauty standards. With a careful choice of the configuration of synthetic eyelashes, optimization of the aesthetic effect, and precise implementation of the technique of their attachment, the procedure can correct facial asymmetry, visually expand the gaze, and create the illusion of applied makeup without actually using it. Additionally, it can achieve specific visual results, such as a lifting effect or a characteristic sharpening of the eye shape. Further research on this topic can contribute to a deeper understanding of the impact of aesthetic procedures on the psychological perception of appearance and the development of personalized technologies in the beauty industry.

A promising area for further research is a more detailed study of the changing ideals of female beauty under the influence of digital media in the modern world.

BIBLIOGRAPHY

1. Грицина К., Москвич О. Стандарти жіночої краси в контексті медіатизації сучасної культури. *Fine Art and Culture Studies*. 2024. № 3. С. 221-229. <https://doi.org/10.32782/facs-2024-3-30>
2. Історія нарощування вій. З чого все почалося?. *Staleks*. 2025. URL: <https://staleks.com/uk/istoriya-naroshhuvannya-vij-z-chogo-vse-pochynalosya/> (дата звернення : 26.05.2025).
3. Історія розвитку нарощування вій. *Mafel*. 2023. URL: <https://ua.mafelashes.com/info/the-development-history-of-eyelash-extension-89183442.html> (дата звернення : 26.05.2025).
4. Нарощення вій: про що необхідно дізнатися перед цією процедурою. *TCH.ua*. 2025. URL: <https://tsn.ua/lady/krasota/salon-krasoty/naroshchennia-viy-pro-shcho-neobkhidno-diznatysia-pered-tsiyeiu-protseduroiu-2829707.html> (дата звернення : 26.05.2025).
5. Adam A. Beauty is in the eye of the beautiful: Enhanced eyelashes increase perceived health and attractiveness. *Evolutionary Behavioral Sciences*. 2021. № 15(4). <https://doi.org/10.1037/ebs0000192>
6. Application of adhesives in cosmetology / R. Y. Galimzyanova et al. *Key Engineering Materials*. 2020. № 869. P. 88-92. URL: <https://www.scientific.net/KEM.869.88> (дата звернення : 26.05.2025).
7. Beauty is in the eye of the follower: Facial aesthetics in the age of social media / M. Eggerstedt et al. *American Journal of Otolaryngology*. 2020. Vol. 41, no. 6. <https://doi.org/10.1016/j.amjoto.2020.102643>
8. Facial aesthetic ideals: a literature summary of supporting evidence / R. Faderani et al. *Aesthetic Surgery Journal*. 2024. № 44(1). URL: <https://academic.oup.com/asj/article/44/1/NP1/7269091> (дата звернення : 26.05.2025).
9. Lüttge U., Souza G. M. The Golden Section and beauty in nature: The perfection of symmetry and the charm of asymmetry. *Progress in Biophysics and Molecular Biology*. 2019. Vol. 146. P. 98–103. <https://doi.org/10.1016/j.pbiomolbio.2018.12.008>
10. Neoclassical canons of facial beauty: Do we see the deviations? / A. Pavlic et al. *Journal of Cranio-Maxillofacial Surgery*. 2017. Vol. 45, no. 5. P. 741–747. <https://doi.org/10.1016/j.jcms.2017.01.029>
11. Oliveira de Melo M. A Review on Eyelash Extensions: Methods, Safety, and Aesthetic Considerations. *Biomedical and Biopharmaceutical Research*. 2024. № 21(1). P. 1-13. <http://dx.doi.org/10.19277/bbr.21.1.332>
12. Pazhoohi F., Kingstone A. The effect of eyelash length on attractiveness: A previously uninvestigated indicator of beauty. *Evolutionary Behavioral Sciences*. 2022. № 16(2). <https://doi.org/10.1037/ebs0000243>
13. Ruiz J. The Evolution of Eyelash Extensions: How Techniques Have Advanced Over. *LASHØSOPHY*. 2024. URL: <https://www.lashosophy.com/blogs/news/the-evolution-of-eyelash-extensions-how-techniques-have-advanced-over-the-decades> (дата звернення : 26.05.2025).

REFERENCES

1. Hrytsyna, K., & Moskvych, O. (2024). Standarty zhinochoi krasyy v konteksti mediatyzatsii suchasnoi kultury [Standards of female beauty in the context of mediatization of modern culture]. *Fine Art and Culture Studies*, 3, 221-229. <https://doi.org/10.32782/facs-2024-3-30> [in Ukrainian].
2. Istoriia naroshchuvannia vii. Z choho vse pochalosia? [The history of eyelash extensions. Where did it all begin?]. (2025). *Staleks*. URL: <https://staleks.com/uk/istoriya-naroshhuvannya-vij-z-chogo-vse-pochynalosya/> [in Ukrainian].
3. Istoriia rozvytku naroshchuvannia vii [The history of the development of eyelash extensions] (2023). *Mafel*. URL: <https://ua.mafelashes.com/info/the-development-history-of-eyelash-extension-89183442.html> [in Ukrainian].

4. Naroshchennia vii: pro shcho neobkhidno diznatysia pered tsiieiu protseduroiu [Eyelash extensions: what you need to know before this procedure] (2025). *TSN.ua*. URL : <https://tsn.ua/lady/krasota/salon-krasoty/naroshchennia-viy-pro-shcho-neobkhidno-diznatysia-pered-tsiyeiu-protseduroiu-2829707.html> [in Ukrainian].
5. Adam, A. (2021). Beauty is in the eye of the beautiful: Enhanced eyelashes increase perceived health and attractiveness. *Evolutionary Behavioral Sciences*, 15(4), 356. <https://doi.org/10.1037/ebs0000192>
6. Galimzyanova, R. Y., Garifullina, A. R., Garipov, R. R., Lisanevich, M. S., & Musin, I. N. (2020). Application of adhesives in cosmetology. *Key Engineering Materials*, 869, 88-92. URL: <https://www.scientific.net/KEM.869.88>
7. Eggerstedt, M., Rhee, J., Urban, M. J., Mangahas, A., Smith, R. M., & Revenaugh, P. C. (2020). Beauty is in the eye of the follower: Facial aesthetics in the age of social media. *American Journal of Otolaryngology*, 41(6). <https://doi.org/10.1016/j.amjoto.2020.102643>
8. Faderani, R., Singh, P., Monks, M., Dhar, S., Krumhuber, E., Mosahebi, A., & Ponniah, A. (2024). Facial aesthetic ideals: a literature summary of supporting evidence. *Aesthetic Surgery Journal*, 44(1). URL: <https://academic.oup.com/asj/article/44/1/NP1/7269091>
9. Lüttge, U., & Souza, G. M. (2019). The Golden Section and beauty in nature: The perfection of symmetry and the charm of asymmetry. *Progress in Biophysics and Molecular Biology*, 146, 98–103. <https://doi.org/10.1016/j.pbiomolbio.2018.12.008>
10. Pavlic, A., Trinajstić Zrinski, M., Katic, V., & Spalj, S. (2017). Neoclassical canons of facial beauty: Do we see the deviations? *Journal of Cranio-Maxillofacial Surgery*, 45(5), 741–747. <https://doi.org/10.1016/j.jcms.2017.01.029>
11. Oliveira de Melo, M. (2024) A Review on Eyelash Extensions: Methods, Safety, and Aesthetic Considerations. *Biomedical and Biopharmaceutical Research*, 21(1), 1-13. <http://dx.doi.org/10.19277/bbr.21.1.332>
12. Pazhoohi, F., & Kingstone, A. (2022). The effect of eyelash length on attractiveness: A previously uninvestigated indicator of beauty. *Evolutionary Behavioral Sciences*, 16(2). <https://doi.org/10.1037/ebs0000243>
13. Ruiz, J. (2024). The Evolution of Eyelash Extensions: How Techniques Have Advanced Over. *LASHØSOPHY*. URL: <https://www.lashosophy.com/blogs/news/the-evolution-of-eyelash-extensions-how-techniques-have-advanced-over-the-decades>