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10 Eyelash Growth Serums, Recommended by Eye Doctors

We tested dozens of the top-rated lash serums to find the ones that actually work

BY MEGAN DECKER PUBLISHED: MAY 22, 2025



Need more to boost your natural lashes than **mascara**, and not quite ready for the **lash extensions** route? An effective lash serum may be your answer. And it's hard to believe, but it wasn't that long ago that lash serums didn't even *exist*.

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"It all started with a happy accident: Patients using glaucoma eye drops began noticing their lashes growing longer, darker, and fuller," explains ophthalmologist **Ashley Brissette**. "The culprit? Bimatoprost, a prostaglandin analogue, which became the only FDA-approved ingredient for eyelash growth." That led to the creation of prescription Latisse, and eventually, an entire category of lash serums. "However, these ingredients can come with serious side effects like eye irritation, permanent iris darkening, and fat atrophy around the eyes, giving a hollow, sunken-in appearance."

Shop the Best Eyelash Serums



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But don't freak out: "A newer, gentler category of 'eye-safe' serums skips prostaglandins entirely, using peptides ingredients to support the natural lash cycle—safer, though typically subtler in effect," explains Brissette. "But I would argue looks better and much more natural."

For those subtle—and more importantly, safe—results, we've rounded up 10 eyelash growth serums that are recommended by eye doctors and beauty editors alike.

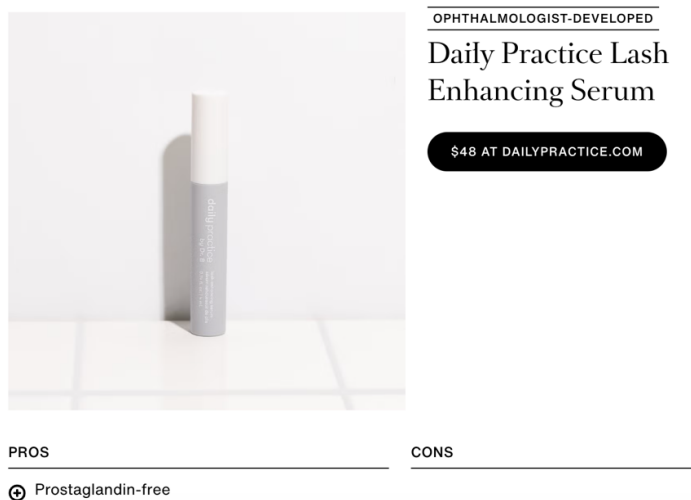
Lumify—the brand best known for its **brightening eye drops**—makes a lash and brow serum that eye doctors, including Manhattan-based optometrist **Jennifer Tsai**, can

get behind. The ingredient list is prostaglandin-free and includes peptides, hyaluronic acid, and biotin, which condition the lashes without irritation.

One satisfied customer says: "I have long lashes, but I usually lose a few when curling them and it takes a while [for them] to grow back. But with this serum, I noticed my eyelashes grow faster and a bit thicker too." —*Dianna*

At just \$15, the Ordinary's Multi-Peptide Lash and Brow Serum is packed with 11 active ingredients, including four peptide complexes that help nourish and condition the lashes for optimal growth. "It does not contain prostaglandin analogues, which means it's less likely to cause serious ocular side effects," explains Brissette, who adds that it has "a solid ingredient profile" but also notes "you do need to wait the full 12 weeks to see effect."

One satisfied customer says: "Second time buying the product. It [works] well for me; the downside is that it takes time to see results so just be patient." —*Star*



Formulated by Brissette herself, this serum is "specifically formulated to be eye-safe and prostaglandin-free, using biomimetic peptides to naturally support the lash growth cycle without the risks associated with prostaglandin analogues," says the ophthalmologist. Further, it's independently ophthalmologist safety-tested, which she says is "a crucial step that's surprisingly rare in the lash serum market."

One satisfied customer says: "I've used so many different lash serums and this one is effective, easy to apply, affordable, and makes me think I can really skip the eyelash extensions!" —*G*

RevitaLash is one of the more popular OTC lash serums on the market, and for good

reason. Tsai likes it because it contains biotin, peptides, and amino acids, which help condition lashes while protecting them against breakage.

One satisfied customer says: “The best. I have bought this multiple times and will never try another brand. I get compliments on my eyelashes every day.” —*Maxine*

Maryam Zamani, a board-certified consultant oculoplastic surgeon, says one of her favorite eyelash growth serums is this one from Beauty Pie. It contains a lipopeptide that enhances the lashes in length and fullness.

One satisfied customer says: “I don’t normally leave a review after two weeks but this is a ‘wow’ product for people with short stubborn lashes. Everyone asks if I have had a few false lashes put in!” —*Leesa*

Zamani also includes UKLash’s serum among her favorites, and *Marie Claire* and *Cosmopolitan* have ranked it as a top lash serum as well. Beyond biotin and peptides, the formula contains myristoyl pentapeptide-17, an amino acid peptide known for stimulating keratin (a protein that helps form hair). While the brand is based in the United Kingdom, as the name suggests, this lash serum can be shipped to customers in the United States.

One satisfied customer says: “As I went through menopause, my eyelashes not only became more sparse, I found myself losing individual lashes to the point of having bald spots on my lids. I tried a few different serums, but Uklash had the best effect, and it feels soothing on my eyes. My eyelashes are thick and long again.” —*Sheri*

This serum from Obagi Medical contains the brand’s trademarked Nouri-Plex Technology, a combination of targeted ingredients designed to address thinning and sparse eyelashes. The formula contains strengthening biotin, a nourishing proprietary lipid compound, sodium hyaluronate to attract and retain water, and panthenol (a.k.a. vitamin B₅) for lash conditioning.

One satisfied customer says: “My esthetician told me about Obagi’s serum. It’s a bit pricey but it works! I’ve used other serums, including Latisse, and I think this works better than anything else I’ve tried. My friend thought I had gotten lash extensions.” —*Kathy*

This eyebrow—and eyelash-enhancing serum from Augustinus Bader offers a two-in-

one solution for achieving fuller brows and lashes. Beyond encouraging keratin production and locking in moisture to support a healthy hair follicle, the formula also layers well under makeup, including mascara and eyebrow gel.

One satisfied customer says: “I have been using this product for a couple [of] months now and am very impressed with the regrowth and growth of my lashes and brows. Most days I don’t use brow filler or mascara [because] I don’t need it. It took about two weeks to start seeing a difference, but it’s noticeable.” —*Katrinia*

Kosas, the brand behind the popular **Revealer Concealer** and **Air Brow Gel**, launched a brow- and lash-boosting serum that is garnering rave reviews. Experts appreciate that the formula is hypoallergenic, ophthalmologist-tested, safe for sensitive eyes, and prostaglandin-free. It’s made with peptides, hyaluronic acid, and vegan keratin, and our editors love the unique applicator that makes putting it on a breeze.

One satisfied customer says: “I’ve been using this product for two weeks now and it’s been great. I have a medical condition [where] my hair—including my eyebrows and eyelashes—falls out. I am now trying to grow them back. It’s been years searching for something that works, I found this serum and it does magic.” —*Sonjia*

The same bond-building technology that powers Olaplex’s iconic hair products is infused in the **Lashbond Serum** to keep lashes healthy and strong. It’s made with a proprietary peptide complex, plus hydrating hyaluronic acid and biotin. The best part? Results will start to show in just two weeks.

One satisfied customer says: “I’ve tried most of the lash serums available. This product is as good, if not better than other lash serums I’ve tried. I have very brittle and sparse lashes and this product seems to strengthen my lashes. I will be re-ordering it.” —*Susan*

Meet the Experts:

- **Ashley Brissette** MD, MSC, FRCSC is an ophthalmologist and member of the Kelly Vision team.
- **Jennifer Tsai**, O.D., is an optometrist based in New York.
- **Maryam Zamani** is a board-certified consultant oculoplastic surgeon based in London.

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How do Eyelash Serums Work Exactly?

“Eyelash growth serums stimulate the eyelash hair follicles to prolong the growth phase, also known as the anagen phase, of the hair growth cycle,” says Tsai. “This is the active phase where hair follicles produce new hair.” The ingredients may vary, but most OTC serums, she says, include “prostaglandin analogues (PGAs) or nourishing compounds like peptides, vitamins, and amino acids.”

When shopping for a lash serum, Tsai advises, “look for ones that contain ingredients like peptides and amino acids to stimulate hair growth, biotin vitamin to support healthy lashes, and hyaluronic acid to condition and prevent brittle breakage.”

Are Eyelash Growth Serums Safe?

Safety is a concern with anything applied to the delicate eye area. The only FDA-approved treatment for eyelash growth is Latisse, which requires a prescription.

With eyelash serums sold over the counter, there are additional safety considerations.

“Eyelash growth serums are generally considered safe for most people when used as directed,” says Tsai. “However, there are some potential risks and side effects to be aware of. With products containing prostaglandin analogues, common side effects can include eye irritation, skin darkening, iris color change, and long-

term use could lead to fat loss around the eyes, leading to a sunken appearance.”

Less serious side effects can arise, too. "I commonly see styes and worsening dry eye as frequent complaints as well, due to disruption of the meibomian glands, which produce the oil that is supposed to keep our eyes lubricated," says Brissette. "On the other hand, peptide-based serums tend to support the natural lash cycle without those long-term risks." However, she says, "They can still cause mild irritation if the product gets into the eyes, so I always recommend using a fine brush-tip applicator and applying it precisely at the base of the lashes to minimize contact with the ocular surface."

What are Prostaglandin Analogues?

Because of potential long-term and short-term side effects, many eye doctors recommend serums that are free of prostaglandin analogues.

“Prostaglandins are naturally occurring chemicals that have traditionally been used in ophthalmology, specifically in eyedrops to treat an ocular condition called glaucoma,” explains Zamani. When it was discovered that prostaglandins also increase eyelash growth, cosmetic companies began creating eyelash serums using prostaglandin analogues, which mimic the function of prostaglandin and encourage hair growth but can cause side effects. “These include eye redness, pain, itching, or dryness, skin pigmentation or iris pigmentation, fat loss around the eyes, and sunken eyes,” says Zamani. “If you’re noticing any of the above side effects, it’s best to discontinue usage immediately.”

Are There Long-term Side Effects Associated With Using an Eyelash Growth Serum?

As Tsai mentioned, most eyelash growth serums are safe when used as directed. However, she says, it’s important to note: "Those who are pregnant and breastfeeding, or have eye conditions, like dry eyes and glaucoma, and individuals with sensitive skin prone to allergic reactions to cosmetic ingredients, should avoid eyelash growth serums.”

Additionally, using prostaglandins or prostaglandin analogues may come with potential long-term side effects. “This includes iris color change, eyelid skin darkening, periorbital fat loss, unintended hair growth on other areas of the face, and lash misalignment if lashes grow unevenly in different directions,” says Tsai.

How can I use an eyelash serum safely?

There are preventative measures to take before trying a new eyelash growth serum. “Try patch-testing a small area of your skin before using a serum on your eyelashes,” says Tsai. “Apply only a small amount in the specific area as directed and let it completely dry. I tell my patients to cycle on and off lash serum usage, applying daily during the initial four to eight weeks, then switch to applying every other day, to maintain achieved results while reducing risks of side effects.”

It also may take longer than you think to see results. “The life cycle of the eyelash is two months, so I suggest using it consistently for eight to 12 weeks for maximum effect,” says Brissette.

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