



# WOMEN'S OWN

COVERING THE COMPLETE WOMAN

October 2009 Rs. 100

## OWN THE SEASON'S BEST LOOKS

- ★ FLARED KAMEEZS
- ★ METALLIC ACCESSORIES
- ★ FLAUNTING IT BOY-STYLE!

**DIVORCE**  
HOW DO YOU DEAL?

## SARWAT GILANI

ON MAKING PEOPLE CRY AND  
HOW BEING NORMAL IS SO PASSÉ

**LOVE YOUR  
SHAPE AND SHOP  
WITH STYLE!**  
THE BEST CLOTHES  
FOR EVERY SIZE

**KARACHI  
FASHION WEEK**  
SNEAK PREVIEW



# Kajal



## Hashmi Rs. 25

A national (dare I say international) favourite, Hashmi *kajal* claimed top spot as being the most durable. Perfectly shaped for application and dark-staining, our testers didn't need W.O. to even give them a sample to try this one.

## Hashmi Paste Rs. 30

Much more precise in application, the paste form uses a slender stick to apply the *kajal*. Not as dark but bold enough, our testers found the tube version of Hashmi *kajal* more likely to smear and fade away quickly.

## Vonger Rs. 150

An Indian brand, Vonger smudged the least because it stained the least. Our testers failed this one because it took too many tries to get a noticeable colour on. Plus, the large base made the product awkward to use.

## Lancôme Rs. 300

Perhaps a runner-up to Hashmi, Lancôme leaves a dark colour but smears too much, especially on ladies with oily skin. Plus, we deduct points for its difficult-to-handle, lipstick-type shape and high price.

## WHAT'S OUT THERE?

Hashmi  
Hashmi (Paste)  
Vonger  
Lancôme

## WHERE DID WE FIND IT?

Hashmi, Hashmi (Paste)  
Al Abbas  
G-22 (Main Entrance)  
Gulf Way Shopping Mall near  
Teen Talwar  
Clifton, Karachi

Vonger and Lancôme  
Qureshis Cosmetics  
Shop #24-A  
Cliff Shopping Mall near Teen  
Talwar  
Clifton, Karachi

## WHAT DID WE DISCOVER?

Why bother experimenting with *kajal* when we have the ever-

amazing Hashmi? Some ladies out there want to know if there's a *kajal* that doesn't smear. We put the brands to a four-hour test on oily, dry and sensitive skin.

## OUR DECISION

Expert's Choice  
Hashmi

Tester's Choice  
Hashmi

W.O. Choice  
Hashmi

Don't waste your money on expensive *kajals*. This proud-to-be-Pakistani product is really the best out there. Since no *kajal* proved above smearing, keep this little trick handy: before applying, dust your lower lid with powder, apply the *kajal* and after a few minutes dust off. This should keep the black on where you want it to be! —