

Is My Lash Growth Product Safe?

An Expert Talks Prostaglandins, Formula Risks and Self-Education

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Online Editor Professional Beauty Magazine
31 February 2025

*Natalia Haluszka is the Co-Founder and Head of Product Development at **ADOREYES** – a leading, research-backed collection of peptide-rich lash, brow and lip products. The brand, which is stocked via professional channels in Australia, is at the forefront of advocacy for safe yet effective solutions; a beacon within a growing pool of competitors. **Hannah Gay** caught with Natalia to get to the bottom of the prostaglandin debate, and to better understand what a sophisticated lash growth product looks like.*



Natalia, talk us through some of the unsafe ingredients in lash growth products, and why it's so important therapists and consumers alike be made aware of them.

"This is an important question, and to answer it fully, we need to define what makes a lash growth product unsafe. There are two main concerns: unsafe manufacturing practices and the inclusion of harmful or undeclared ingredients. Surprisingly, these issues often overlap.

From a manufacturing perspective, a product may become unsafe if contaminated with microorganisms like bacteria, mold, or yeast. While serious, this is overshadowed by the risks posed by undeclared ingredients—particularly prescription drugs like prostaglandins. Since cosmetics manufacturers in many countries are not authorised to include prescription drugs in their products, it raises concerns about how and where such products are being made.

"The dangers of prostaglandins are significant. Side effects can include darkened eyelids, drooping eyelids, changes to iris colour, blurry vision, fat loss around the eyes, resulting in a sunken-eye appearance, and many more."

Prostaglandins are medically known for their role in pregnancy-related treatments, such as inducing labour or managing other reproductive health conditions, under strict medical supervision. While these applications are carefully controlled, the idea of unknowingly using products containing prostaglandins as part of a cosmetic routine raises serious concerns. For pregnant individuals, the lack of proper warnings or disclosure about such ingredients could lead to unintended exposure, posing potential risks. Transparency is essential to ensure users can make informed decisions about their health and safety, especially during such a critical time.



When we launched our [peptide-based lash serum](#) in 2019, salons reached out to us seeking alternatives because their clients were experiencing troubling side effects from other products. At the time, the cause was unclear. It was only after recalls of certain lash serums that the presence of undeclared prostaglandins came to light. These side effects were not random—they were caused by hidden, drug-grade ingredients called prostaglandin analogue.

This raises an essential question: where does responsibility lie? With manufacturers who fail to disclose ingredients? With salons unknowingly selling these products? Or with consumers, who bear the brunt of the risks? The lack of transparency leaves everyone vulnerable. This is why we've made it our mission to offer safe, science-backed alternatives with thorough third-party testing. Consumers deserve not only results but also trust in the products they use, and we are committed to providing exactly that."

We hear a lot about prostaglandin analogues. Are there any other ingredients or formulation practices consumers ought to be aware of and avoid when it comes to lash growth products?

"Absolutely. While prostaglandin analogues are a major concern due to their potential as endocrine disruptors, there are other ingredients and formulation practices consumers should be cautious about when choosing lash growth products. For example, ingredients like parabens and phthalates, which have been extensively studied for their potential health risks, as well as synthetic dyes or fragrances, which can trigger allergic reactions or sensitivities in some individuals.

Manufacturing practices also play a critical role. Products not made under stringent quality controls can become contaminated with bacteria, mold, or other microorganisms, potentially leading to eye infections or serious irritation. This is why it's crucial to look for products made in facilities that follow Good Manufacturing Practices (GMP) and that prioritise third-party testing.

Transparency is perhaps the most important factor. Be cautious of products with vague or incomplete ingredient lists. For example, if a lash serum is water-based but doesn't list any preservatives, ask what's preventing microbial growth in the product. You have every right to demand clarity. If an ingredient or its purpose isn't clearly disclosed, it's a red flag.

At ADOREYES, we've taken these concerns seriously by ensuring our lash serum is laboratory-tested to confirm it's free from over 50 common irritants and allergens. This is especially vital as issues like dry eye syndrome are on the rise, and just like skin, our eyes are becoming more sensitive. Education and awareness are powerful tools for making informed decisions, and our goal is to help consumers feel safe and confident in the products they choose."

Why do you believe it is so easy for a brand to create an unsafe lash growth product?

"Creating an unsafe lash growth product is, unfortunately, a result of gaps in regulation and accountability. Governing bodies often rely on self-declaration, meaning manufacturers are responsible for ensuring their products meet safety standards. While this approach works when brands operate ethically, it leaves room for those who prioritise profit over responsibility to cut corners. The system primarily reacts to problems after they occur, often only investigating products post-sale when consumers report adverse effects.

This reactive approach creates an environment where brands can bypass essential safety steps, such as rigorous testing or clear ingredient disclosure. For instance, products might be formulated with potentially harmful ingredients or manufactured in facilities that don't follow stringent quality controls yet still make it to the market because the oversight occurs too late.

Transparency, ethics, and proactive responsibility should be the foundation of any beauty brand. At ADOREYES, we've built our process around these principles, ensuring that every product undergoes thorough testing and adheres to the highest standards before it reaches consumers. By prioritising safety over shortcuts, we hope to set a higher standard in an industry that has too often relied on reactive measures."

Why should using unsafe lash growth products be of particularly great concern to consumers (compared to skincare products, hair products, etc)?

"Unsafe lash growth products pose a unique and heightened risk because they are applied near the eyes, one of the most sensitive and delicate areas of the body. Unlike skincare or hair products, which are typically used on less fragile areas, lash serums come into close contact with the eyes and surrounding skin. This proximity significantly increases the chances of adverse reactions, such as irritation, redness, infections, and even more serious complications like blurry vision or damage to the eye itself.

Additionally, the skin around the eyes is much thinner and more permeable, making it easier for harmful ingredients to be absorbed. If a product contains undeclared or harmful ingredients—such as prostaglandin analogues or poorly preserved formulas—the risks are not limited to surface reactions. These ingredients can lead to systemic effects or long-term issues (as mentioned above).



2 WEEKS POST LASH LIFT NO MASCARA



4 WEEKS POST LASH LIFT NO MASCARA USING ADOREYES LASH SYRUM

Furthermore, the eyes are irreplaceable. While you can repair or improve skin or hair damage with relative ease, harm to the eyes or the surrounding area can be permanent and life-altering. This is why choosing lash growth products backed by safety testing, transparent ingredients, and high manufacturing standards is crucial. Consumers deserve to feel confident that the products they're using are safe and effective, especially when the stakes are this high."

What is the best language for beauty and aesthetic professionals to use when educating a client on the benefits of using ADOREYES versus a potentially unsafe competitor?

"Beauty professionals can confidently educate clients on the benefits of ADOREYES Triple Peptide Complex Lash Serum by emphasising its clinically proven results, safety, and ethical standards. Unlike competitors that may rely on hidden prostaglandins with known side effects, ADOREYES offers a multi-peptide formula with patented actives, addressing all stages of the lash and brow cycle. Clients should know it conditions with vitamins, maintains retention with DHT blockers, and repairs with amino acids, delivering comprehensive 360° full-spectrum care to boost the appearance of eyelashes.

Highlight its high-concentration, high-purity ingredients, backed by clinical data for proven efficacy, and reassure clients that ADOREYES is free from prostaglandins (laboratory validated), as well as over 50 common irritants and allergens. As a PETA-certified cruelty-free and vegan product, it aligns with ethical values, while its sustainable, Canadian-made credentials further set it apart.

Beauty professionals should also point out that ADOREYES is ophthalmologist- and dermatologist-recommended, making it a trusted and safe option even for sensitive users. By recommending ADOREYES, professionals show their commitment to delivering results without compromising their clients' health, safety, or ethical considerations."

Is the lash growth serum a space for growth (pardon the pun!) Are we likely to see innovation in this space in the near future?

"Absolutely—it's one of the fastest-growing segments in the beauty industry, and there's plenty of room for innovation (pun fully embraced!). At ADOREYES, we're no strangers to leading the charge in this space, having already won awards twice for the most innovative formula. But we're not stopping there.

Right now, we're focusing on pushing the boundaries even further with our proprietary ingredients, such as exosomes, which open doors to entirely new possibilities—not just for lash serums but also for advancements in other areas of beauty and skincare. The lash serum market is thriving, and with continued demand and innovation, it's an exciting time to be driving this space forward. Who knows, the next breakthrough might just be around the corner!"



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