



**CALIFORNIA STATE SCIENCE FAIR
2012 PROJECT SUMMARY**

Name(s) Caity D.P. Williams	Project Number J2136
Project Title Long Lasting or Marketing Scam?	
Abstract Objectives/Goals My objective was to find out which brand of drugstore makeup created the most waterproof mascaras. Methods/Materials Forty total false eyelashes were hot glued to forty total popsicle sticks. One even coat of mascara was applied to a false eyelash piece. This was then dipped into one cup of water and and soaked for thirty seconds. After, it was taken out of the water and held in a vertical position for thirty seconds, allowing it itme to streak mascara. This streak line was measured in centimeters. The process was repeated ten times for each mascara, and ten for the control group (no mascara was applied to the false eyelashes in the control group). The ten measurements from each mascara and the control group were averaged (using the measurements from all ten tests for each mascara). Results Covergirl's Proffesional Remarkable Length Mascara was the least waterproof with an average of 3.83 cm. Maybelline's Volum' Express (sic) Waterproof Mascara came in second with an average of 0.56. Neutrogena won most waterproof with an average of .01. Conclusions/Discussion Every company claims that they have the best waterproof mascaras, but which one is really? From doing this experiment, I learned that Neutrogena is the real most waterproof. My project suggests, instead of cluelessly going through bottle after bottle of mascara that promises to be the best, women and girls cna easily figure out which company's claims are true and which are false.	
Summary Statement I tested three different brands of drugstore brand mascaras to find out which one is the most waterproof.	
Help Received Teacher, Mr. Jennings, provided the idea; Father bought supplies; Mother helped with testing proecedures	