



Product Facts & Features

LASH BUILDING MASCARA

DESCRIPTION:

This smudge-free, non-flaking formula is recommended for those who want bigger, longer, thicker lashes without clumping.

BENEFITS:

- Lashes appear thicker and longer with each coat.
- Allows you to build the depth of color and thickness you prefer.
- Specially tapered brush provides thicker, longer lashes at the outer corners while the narrow-tapered end applies mascara to the shorter inner lashes without clumping or applying too much product.
- Available in both Black and Black/Brown.



APPLICATION:

- Begin with your bottom lashes when putting on mascara. Use the tapered end of the brush for lower lash application.
- When applying mascara to your top lashes, look straight ahead and place the wand at the base of your lashes. Then use a zig-zagging motion while moving the wand up your lashes. Repeat until you have achieved the desired effect.
- If you use an eyelash curler, curl your lashes before applying mascara to avoid excessive stress on the lashes that may cause breakage.

DOS and DON'T's

- Don't pump the wand up and down in the tube. This pushes air into the tube, which will cause the mascara to dry out faster.
- Don't touch the wand to outside surfaces to avoid contamination.
- Do swirl the wand around in the tube in a circular motion to evenly deposit mascara onto the wand before removing from the tube.
- Do remove excess mascara from the tip of the wand before using the tapered end on your bottom lashes.
- Do always remove your makeup at night before sleep so your pores don't clog.

TIPS:

Applying mascara is not one size fits all. Here are some suggestions to personalize your look.

- If your eyes are further apart, put more coats on the inner part of your eyes.
- With eyes that are set closer together, focus on the outer edges to make them look less close together.
- Dermatologists recommend that you replace your mascara every three to six months.

COMPLETE INGREDIENT LIST:

Distilled Water, Polyvinylpyrrolidone, Beeswax, Ozokerite, Glyceryl Stearate, Steareth-25, Ceteth-20, Stearyl Alcohol, Isododecane, Palmitic Acid, Stearic Acid, Glycerin, Isononyl Isononate, Phenoxyethanol, Fragrance, Tocopheryl Acetate, Iron Oxides.

