

MEET THE PRODUCT



# IT'S A LONG STORY™ MASCARA

Your eyes tell an epic tale. Now you can tell the whole glamorous story with our high-performance mascara that creates the appearance of longer-looking lashes. The professional brush, with its flexible, uniform bristle design, glides on to create beyond-beautiful lash-by-lash definition, so just one wink will be worth a thousand words. Good thing — yours is a neverending story. #7793; \$36

### Hot Tips

- Try a couple of eye shadows and an eye liner to create one of our easy eye looks.
- Host a “How to Do Smoky Eyes” themed makeup party.
- Order one for yourself and another one for your mom, sister or friend.

### KEY INGREDIENTS & BENEFITS

- Clinically tested and formulated to be water-resistant and long-wearing
- Non-smudging and non-flaking
- Exclusively designed with revolutionary polypeptides to promote the appearance of longer lashes.
- Bamboo and pea extracts and pro-vitamins B5, C and E pamper and nurture for a lavish, high-gloss look.
- Vegan formula
- Dermatologist-, ophthalmologist- and clinically tested.



### AFTER 4 WEEKS OF USE\*

- 97% agreed that their lashes looked longer.
- 97% loved the look of their lashes.
- 97% were satisfied with the mascara's overall performance.
- 100% were satisfied with the overall condition of their lashes.
- 100% agreed that the brush helped define the look of their lashes.

\*Based on clinical studies of 30 subjects.



### ALSO RECOMMENDED

#### Eye Liner

Long-wearing, creamy eye liner glides on effortlessly for flawless precision and definition. Includes detachable sharpener. \$23



- Charcoal #7892
- Ebony #7893
- Cocoa #7894
- Olive #7895
- Toffee #7896
- Plum #7897





# IT'S A LONG STORY™ MASCARA

INGREDIENT	SOURCE	FUNCTION
Aqua/Water/Eau		Solvent
Iron Oxides (CI 77499)	Mineral	Colorant
Glyceryl Stearate	Science	Emulsifier
Glycerin	Science	Hair-conditioning agent
C18-36 Acid Triglyceride	Science	Skin-conditioning agent — occlusive
Synthetic Beeswax	Science	Binder
Cera Carnauba/Copernicia Cerifera (Carnauba) Wax/ Cire de Carnauba	Plant	Emulsifier
Stearic Acid	Science	Emulsifier
Silica	Mineral	Bulking agent
VP/VA Copolymer	Science	Film former
Acacia Senegal Gum	Science	Emulsifier
Butylene Glycol	Science	Solvent
Polyglyceryl-10 Diisostearate	Science	Emulsifier
PEG-40 Hydrogenated Castor Oil	Plant	Emulsifier
* Pisum Sativum (Pea) Extract	Plant	Skin-conditioning agent
* Bambusa Vulgaris (Bamboo) Leaf/Stem Extract	Plant	Skin-conditioning agent
Xanthan Gum	Plant	Viscosity agent
Caprylyl Glycol	Science	Hair-conditioning agent
Glyceryl Caprylate	Science	Skin-conditioning agent
Sodium Hyaluronate	Science	Skin-conditioning agent
* Panthenol (Vitamin B5)	Science	Hair-conditioning agent
Ethylhexylglycerin	Science	Skin-conditioning agent
PPG-26-Buteth-26	Science	Hair-conditioning agent
* Myristoyl Pentapeptide-17 (Polypeptide)	Science	Skin-conditioning agent
* Biotinoyl Tripeptide-1 (Polypeptide)	Science	Hair-conditioning agent
Oleanolic Acid	Science	Skin-conditioning agent
* Sodium Ascorbyl Phosphate (Vitamin C)	Science	Antioxidant
* Tocopheryl Acetate (Vitamin E)	Science	Antioxidant; skin-conditioning agent
Apigenin	Science	Antioxidant; hair-conditioning agent
Aminomethyl Propanol	Science	pH adjuster
Phenethyl Alcohol	Science	Preservative
Glucosamine HCl	Plant	pH adjuster
* Key Ingredient		

