

◀ BACK TO CONTENTS



ORIGINAL DEAD SEA INGREDIENTS

OPHTHALMOLOGY TESTED

PARABEN FREE

NOT TESTED ON ANIMALS

TECH

Coating technology transforms the way we remove mascara! The formula coats lashes and sets without smudging, clumping or smearing. Due to the special technology, the coat structure slides off easily with warm water.

NON SMUDGE MASCARA CONE-SHAPED BRUSH

EASILY REMOVED
WITH LUKEWARM WATER

Product description

A long-wearing, smudge free mascara that volumises and separates lashes. Extremely easy to remove with just warm water.

Directions

Glide brush, volumise and separate from root to tip with a gentle zigzag motion to catch even the smallest lashes. Repeat as desired for a bolder luscious look. Remove with warm water.



① Coat



② Volumise



③ Seal



④ Remove



Glide brush

Zigzag
motionRepeat as
desired

Remove easily

Benefits / Top retailing points

- Coating technology formula – loosens with warm water and allows formula to slide off easily.
- Long wear mascara that won't smudge, smear or clump. NO PANDA LOOK!
- The dual-purpose brush has a precision tip that evens lashes, and a rounded base to easily achieve maximum fullness.

Key ingredients

Dead Sea Minerals: Naturally invigorating minerals to help rejuvenate the lashes.

Ingredients

ACRYLATES/ETHYLHEXYL ACRYLATE COPOLYMER, AQUA / WATER, IRON OXIDES (CI 77499), GLYCERYL STEARATE SE, GLYCERIN, BUTYLENE GLYCOL, AMMONIUM ACRYLATES COPOLYMER, STEARIC ACID, VP/EICOSENE COPOLYMER, COPERNICIA CERIFERA (CARNAUBA) WAX, SEA SALT / MARIS SAL (DEAD SEA MINERALS), TROMETHAMINE, METHYLGLUCAMINE, PVP, ETHYLHEXYLGLYCERIN, ALCOHOL DENAT., XANTHAN GUM, DISODIUM EDTA, PHENOXYETHANOL, SODIUM DEHYDROACETATE.