

# ESTÉE LAUDER

## TURBO LASH HIGH POWERED MASCARA & REVITALIZING NIGHT SERUM

*Turbo-charge your lashes and GET TO THE DRAMA*



Instant build, instant volume, built for strength and care. Estée Lauder introduces **NEW Turbo Lash High Powered Mascara** and **Revitalizing Night Serum for Lash + Brow**, a new powerful pair for a high-performance day + night lash regimen.

**Turbo Lash High-Powered Mascara** builds long, full volume to your lashes, fast, to get your most dramatic lash-look fast, while nourishing and conditioning for visibly restored lashes that look thicker, fuller, and healthier. After the drama, rest and revitalize with the **Turbo Lash Revitalizing Night Serum for Lash + Brow** which conditions, strengthens and fortifies lashes and brows while you sleep, to promote visibly fuller, thicker, stronger, and healthier-looking lashes and brows over time.

## **TURBO LASH HIGH-POWERED MASCARA**



### **Instant High-Powered Volume + Length. All Day Wear + Care.**

Turbo Lash High-Powered Mascara is a lightweight formula that precisely targets every individual lash for fully loaded, defined volume and instant build, with plush fillers that immediately transform lashes to their most dramatic length, fullness, and volume.

Infused with a 100% naturally derived oil complex of Argan, Castor and Maracuja, this formula protects, conditions and leaves lashes looking and feeling strengthened, leading to visibly stronger, thicker, fuller lashes over time. With a long-wearing, smooth finish that resists clumping and won't flake or smudge, Turbo Lash mascara provides 12-hour length, curl and volume for your most dramatic lash look yet.

### **Key Ingredients & Technologies**

- This formula, infused with 100% naturally derived oil complex of **argan, castor, and maracuja**, protects and conditions for a visibly healthier lash look. Microscopic Silica Spheres increase product release to create a denser-looking lash line and a bolder, more defined look.
- **Plush Fillers** allow for fast-building volume.
- An innovative film former creates intense shine and long-wear with a smooth finish.

### **TURBOBRUSH™ Full Drama Applicator**

This custom-designed applicator is designed to deliver product fast, giving you the fullness and length that you desire, with definition where you want it, from root to tip.

- Special-cut reservoirs capture and deliver mascara, fast.
- Angled tips separate lashes from root-to-tip for extreme definition.
- Wavy fibers add strength to the brush, gently gripping and lifting each individual lash.

### **See the Results**

- Instant volume and build
- 12-hour wear, length, curl and volume
- 12-hour non-smudging
- 12-hour non-flaking
- 12-hour clump resistant

### **Revitalized Lashes<sup>1</sup>**

- After 1 week:
  - 92% saw longer, fuller, restored looking lashes
  - 94% noticed lashes looking darker
  - 92% noticed lashes looking more defined
  - 91% noticed lashes looking thicker

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\*Consumer testing on 106 women after using product for 1 week.

### Usage

- Position brush following your natural lash line. Lift brush up in a curling motion, twisting the brush through your lashes. Repeat on each section of the lash line for the length and fullness you desire.
- To remove, gently wipe with a makeup remover.

## **TURBO LASH REVITALIZING NIGHT SERUM FOR LASH + BROW**



### **Turbo Lash Revitalizing Night Serum Lash + Brow**

fortifies lashes and brows while you sleep. This 95% naturally derived overnight daily use serum leaves lashes and brows feeling stronger and conditioned. After 12 weeks of nightly use, lashes are visibly fuller, healthier, and less fragile.

Formulated with a **Thickening Complex** that includes a blend of 16 Amino Acids, Rice Protein, Panthenol, Hyaluronic Acid and Soybean Extract, formula strengthens and enhances lashes and brows, resulting in a fuller, healthier look. The protective Panthenol locks in moisture to help condition lashes, promoting healthier-looking lashes and brows over time.

### **After 12 Weeks<sup>2</sup>**

- 78% said lashes and brows felt nourished
- 74% said lashes felt stronger
- 75% said lashes and brows looked healthier

### **Usage**

- Apply daily to clean lash line, lashes, and brow area at bedtime (PM).
- Lashes: use the tapered applicator to paint your lash line from the inner corner of the eye to the outer, and brush onto lashes.
- Brows: paint onto the brow area in short strokes, as if you were filling in your brow.

### **Suggested Retail Price:**

- Estée Lauder Turbo Lash High Powered Mascara €39
- Estée Lauder Turbo Lash Revitalizing Night Serum Lash + Brow €39

**Availability: all points of sale**

**For more information please contact:**

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<sup>2</sup> Consumer testing on 111 women after using product for 12 weeks.