

Little Black Primer™

WHY THERE'S ONLY 1

Think of it as the little black dress for lashes—a 3-in-1, does-it-all lash primer perfect for every occasion. Little Black Primer™ can be used 3 ways: As a tint—apply on bare lashes to tint them a natural, silky black; as a primer—to amplify the look of mascara; and as a top coat—to set with a water-resistant finish.

SHOW HER...

On one eye, show her the three ways to wear it, comparing her eyes after each step:

1. Wear it alone as a tint for natural-looking lashes.
2. Wear it under any mascara to texturize, hold, and curl lashes.
3. Wear it on top of any mascara to set water-resistant lashes.

Once she has compared the difference between her eyes, repeat the application on the other eye.



BENEFITS SHE'LL LOVE

TINTS bare lashes a soft black shade for a natural lash look.

AMPLIFIES the look of any mascara, giving lashes texture, hold and curl—even without an eyelash curler.

SETS any mascara with a water-resistant top coat.

IF SHE ASKS, SHARE

Exclusively ours, it's a first-of-its-kind primer tinted in black—the first lash primer that can be worn without a mascara over it.

Think of it as a “pomade” to give lashes texture for hold and curl control.

Acts as a sealant to make mascara water-resistant, and wears for 10 hours.

WHO IT'S FOR

Customers who want to enhance the benefits of their mascara, or who want one lash formula that does it all.

HOW TO USE

1. Tint—apply alone for a more natural, soft lash look.
2. Amplify—apply on bare lashes before mascara.
3. Set—apply on top of mascara.

HOW TO REMOVE

Soak a cotton pad with Take It Away Gentle Eye and Lip LongWear Makeup Remover and hold to eye for 20 seconds. Move cotton pad in gentle, slow circles around the eye and wipe away.

ADDITIONAL CLAIMS

- Unique curved brush for curl and lift
- Helps reduce smudging and flaking
- Ophthalmologist-tested

Price: \$24.00 US | \$27.00 CAN On Counter: January 2015