

Magnify. Maximize. Multiply the look of your lashes. That's intense!



- Expand and extend with our only mascara dedicated to multi-directional performance.
- With 200% more volume, it's like adding the thickness of two lashes onto every one; PLUS get 84% longer-looking lashes*!
- Special Double Impact Brush designed to plump while combing through to lengthen the look of lashes.
- Mineral-rich, high-impact pigment envelops each lash in a perfect shade of black.

*Based on an independent clinical study measured by an expert grader after applying two coats of mascara.

POWER STATEMENT:

Magnify. Maximize. Multiply the look of your lashes. That's intense!

Expand:

Plump up the volume with the look of doubly expanded lashes.

Lashes look magnified and wrapped in fullness as the formula coats each lash without fading.

Extend:

Go to serious lengths with lashes that look significantly extended, elongated and seem to go on and on.

Because the formula is buildable, you can achieve impressive new heights for maximum eye-catching impact.

Double Impact Brush for our most intense mascara yet!

For volume: The brush's short bristles are designed as the "volume zone" to create a formula reservoir. With every coat, a healthy dose of mascara gets deposited from the reservoir to the root of lashes to help build volume.

For length: The longer bristles create a "combing zone" designed to give each lash intense, individual attention. With each stroke of the brush, precisely placed bristles are engineered to stretch and extend the formula, hugging lashes all the way from the root up to and beyond the very tip.

A Little TLC – Triple Lash Conditioning

Lash Intensity® Mascara is formulated with Pro Vitamin B5 (also used in hair conditioners) to help protect, condition and strengthen lashes.

Also formulated with an emollient fatty acid compound shown to bind 170% of its weight in water to help prevent lash breakage during makeup removal. Lastly, the formula contains vitamin E, a well-known protective antioxidant.

Formula Attributes:

Ophthalmologist tested

Suitable for contact lens wearers

Clinically tested for skin irritancy and allergy

Suitable for sensitive eyes