

Mary Kay Ultimate Mascara



This extremely volumizing, super-thickening, exclusive formula creates the look of big, bold, separated lashes that last all day.

CLAIMS & BENEFITS:

- Extremely volumizing, super-thickening
- Flake-, clump- and smudge-resistant
- Smart Wiper™ technology

APPLICATION INSTRUCTIONS:

1. Pull wand straight out of the tube without swirling or pumping.
2. Lightly brush mascara back and forth across upper lashes, starting at the base of the lashes and working out.
3. Then brush on lower lashes, lightly brushing the tip back and forth across the lashes.
4. For longer, thicker-looking lashes, reapply one or two additional coats. Let mascara dry between coats.

Notes about Application Instructions

If you are a customer that is an eye cream user, you should let the product fully absorb before applying other eye products, like mascara. If too much eye cream is applied or if it hasn't been allowed to fully absorb, then it is possible your mascara will smudge. Also, you will want to apply your eye products, let them fully absorb, apply your concealer and/or foundation with Mary Kay® Loose Powder and then apply mascara. There is no need to pump the mascara brush in and out of the bottle or swirl it around. All three Mary Kay® mascaras were designed to do the work for you along with the Smart Wiper™ technology, to deliver the exact amount of product you need to create the look you want. The design of the Smart Wiper™ brush makes mascara application simple!

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CHARACTERICS:

- Suitable for Sensitive Skin
- Clinically tested for skin irritancy and allergy
- Fragrance-free
- Ophthalmologist-tested
- Suitable for contact lens wearers

HOW IT WORKS:

- Apply as part of your daily color regimen.
- Just one coat provides bigger, bolder longer-looking lashes with extreme volume and intense color that lasts all day.

*****After opening, mascara should be replaced every three to four months to promote optimum product performance and to help ensure mascara is free from *harmful bacteria*.*****

Mascara – Web MD - <http://www.webmd.com/skin-beauty/features/have-beauty-products-gone-bad>

Toss-it time: **Three months**

Insider info: “A mascara tube is a dark, wet environment — the perfect breeding ground for bacteria,” says New York City optometrist Andrea Thau, O.D. “Preservatives in a mascara only work for so long.” Dr. Thau knows from firsthand experience: She once developed a sty from a makeup artist’s mascara wand. Plus, three-month-old mascara is a nonperformer. “It’s chalky and powdery, and any lengthening or thickening fibers often separate from the fluid, so the mascara stops going on in a smooth, even coat,” says makeup artist Cristina Bartolucci. To avoid hastening the demise of your mascara, never pump the wand — that pushes air into the tube, causing it to dry out faster. Instead, slowly draw out and twist the brush to scrape the tube’s interior and pick up product.