

FORWARD BEAUTY

ARTISTRY™

WHICH *MASCARA* IS
BEST FOR YOU?



CHOOSE YOUR DESIRED LOOK:

A

B

DARK AND *DEFINED* **OR** THICK AND *FULL*

SEPARATED **OR** STAND-OUT *DRAMATIC*

EXTENDED *LENGTH* **OR** RICHLY *VOLUMIZED*

If you answered mostly **A**, for luxurious lash length, the mascara for you is ARTISTRY Signature Eyes Length & Definition Mascara.

If you answered mostly **B**, for added drama and intensity, the mascara for you is ARTISTRY Signature Eyes Volume Mascara.

ARTISTRY SIGNATURE EYES™ LENGTH & DEFINITION MASCARA

An ARTISTRY innovation.

Take Lashes to Captivating Lengths. A LASH MUST-HAVE. It's the lash look that's lavishly long, exceptionally defined and unmistakably feminine.



The brush: Exclusive OptiLength brush reaches every last lash for ultimate definition and separation. This mascara grabs every lash, providing exceptional length and separation all in a smudge-proof, flake-proof formula.

The formula: The breakthrough FlexFX™ formula provides extraordinary extension and glides on easily for noticeably longer lashes.

Tip: For the most definition and length, wiggle the wand beginning at center, then left and right at the base of lashes. It's the mascara placed near the roots—not the tips—that gives the illusion of length.

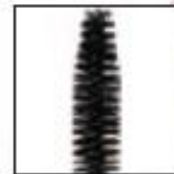


ARTISTRY SIGNATURE EYES™ VOLUME MASCARA

The first ARTISTRY global volumizing mascara ever.

Get Signature Bold Lashes. INSTANT INTENSITY.

600% more volume for the thickest, most dramatic lashes.



The brush: Exclusive MagnaBoost brush is designed to pick up and brush on the optimal amount of formula to dramatically enhance every lash.

The formula: The FullFX formula with thickening polymers and rich pigments coat every lash to immediately amplify for intense, mesmerizing eyes.

Tip: For a thicker lash look, use two to three coats of mascara. Apply all coats before the mascara dries to avoid clumps. For added drama, apply the final coat with the brush tilted vertically to create a "fringe" effect.



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