

COVERGIRL®



COVERGIRL INTRODUCES THE LATEST IN LASH FASHION

COVERGIRL takes lashes to great lengths and keeps them there all day with the new LashBlast Length Mascara.

COVERGIRL LashBlast Length stretches the limits of lash length by up to 80% with the innovative Elasta-Nylon formula. It is a perfectly matched system that combines an advanced Super-Length brush with the new Elasta-Nylon formula for ultra long lashes that won't break or flake off for all-day impact.

ULTRA LONG BRUSH DELIVERS ULTRA LONG LASHES

The key to super long lashes are in the fine bristles – there are over 450 fine bristles in each wand – that is 20% more bristles than LashBlast Volume! The wand also features finer bristle spacing at the tip of the brush to help grasp and separate each corner lash for individualised, clump-free, ultra-long lashes.

The new Super-Length brush, the longest brush ever from COVERGIRL, achieves a professionally lengthened look by coating each and every fine lash. The control is in your hands, with expert precision so every lash builds to dramatic length.

WHAT THE LONGEST LASHES WILL BE WEARING THIS SEASON

LashBlast Length Mascara's Super-Length brush is dipped in a new flexible Elasta-Nylon formula. The lengthening formula contains nylon fibers to stretch lashes to their maximum length. This unique Elasta-Nylon formula keeps lashes flexible and lightweight all day for noticeably longer looking lashes that won't break or flake off.

COVERGIRL LashBlast Length Mascara, in notice-me yellow packaging, joins the Blast collection of mascaras that includes LashBlast Volume in the orange packaging, and LashBlast Luxe in the pink packaging.

On counter – April 2010

RRP – \$17.95

Shades – Very Black, Black-Brown, Waterproof Black and Waterproof Black Brown

Stockist – 1800 181 040

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