

A new lash separating mascara that will have you seeing double. Multiplying Mascara.

Covergirl introduces the next level of technology in mascara with Multiplying Mascara. Multiplying Mascara uses the breakthrough Lash Duplication Complex which is activated upon application. The complex inhibits contact between the lashes and so prevents them from sticking together. The outcome is the appearance of twice as many lashes.

The advanced liquid crystal formula goes on smoothly and coats individual lashes from root to tip, giving them enhanced definition. The specially designed brush delivers an even application of the mascara by surrounding the lashes, meaning that every lash has a smooth, even coating of colour, making them appear fuller and longer.

The launch of Multiplying Mascara is part of Covergirl's ongoing commitment to introducing technologically advanced beauty products that meets the needs of its consumers. First the bar was raised for the lip category with the introduction of Outlast, which is now the number one selling cosmetic product in the US. Then came the launch of the breakthrough new technology in the face category with AquaSmooth, and now the eye category is being expanded with the introduction of Multiplying Mascara.

Multiplying Mascara is ophthalmologist tested and is safe for sensitive eyes and contact lens wearers, and will not smudge or smear.

Available from Target, Kmart, Big W, Priceline and selected Coles, Woolworths/Safeway and pharmacy outlets.

Covergirl Multiplying Mascara (Blackx2, Black/Brown) \$13.95rrp

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