




Mary Kay *Lash Intensity Mascara!*






Before Application Tips

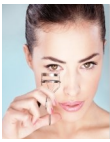
- ♥ Curl lashes **before** applying mascara when using a traditional curler. Crimp lashes near roots first, then shimmy up the lashes 1-2 more times and crimp again to create a curl. Crimping once creates a step. Hold your curler under HOT running water before use for a longer lasting and better curl. Replace curler or pads every three months. 
- ♥ Curl lashes **after** if using a battery powered **heated** curler. Heated curlers automatically curls lashes and sets the mascara. 
- ♥ To intensify lash volume, strengthen, condition, create longer looking lashes, & help lashes stay curled longer, apply MK's **Lash Primer** from roots to tips. **Before** allowing the primer to dry, **immediately** apply mascara or wear alone as a clear mascara. 
- ♥ To enhance your lash look (& brows), use MK's **Lash & Brow Building Serum** at night. 

- ♥ Gently and effectively remove all eye makeup, including waterproof, without rubbing, pulling or tugging with MK's dual phase **Oil-Free Eye Makeup Remover**.



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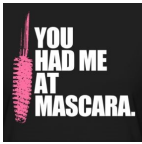
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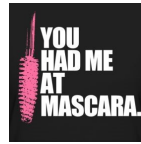


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Application Instructions

- ♥ Put your thumb over the “Mary Kay” printed on the wand handle.
- ♥ Use the shorter bristles to apply the product in a wiggling motion starting at the very base of the lashes and working the wand towards the tips. This loads the mascara onto your lashes.
- ♥ Rotate the wand to use the longer bristles to comb the product through the lashes from root to tip. This separates and lengthens the lashes.
- ♥ Apply as many coats as you'd like depending on how full and long you want your lashes to be allowing 1—2 minutes between each coat.
- ♥ Remember to replace your mascara every 3 to 4 months.
- ♥ Remove all eye products every night to maintain healthy lashes.



The Lash Intensity mascara is not necessarily intended for the lower lashes but you can use it there if you'd like. Makeup artists use eyeliner under the eyes at the root of the lashes for a more subtle but defined lower lash area &/or use MK's Lash Love. Lash Love Lengthening, Ultimate or Waterproof mascara on the lower lashes for more punch.

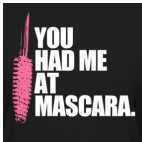


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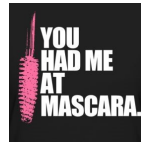


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