



**CALLIGRAPHIC LASHES  
DEPLOYED LENGTHS  
IDEAL GLIDING SENSATION**

# SURREALIST EVERFRESH SMUDGEPROOF

DAY AFTER DAY:

- CALLIGRAPHIC  
LASHES
- DEPLOYED  
LENGTHS
- IDEAL GLIDING  
SENSATION

1<sup>ST</sup> MASCARA THAT  
DOES NOT DRY OUT in  
the bottle from the 1<sup>st</sup> to  
the last day of use

SURREALIST  
EVERFRESH  
SMUDGEPROOF  
**MAKE-UP RESULT**



A UNIQUE  
BRUSH/BOTTLE/FORMULA  
TRIO  
=  
NOT DRIES OUT

## ELASTOMER BRUSH

- 1 Corolla-pattern  
= Lengths deployed
- 2 Thin end = Reach short  
lashes
- 3 Large base = Defined  
calligraphic lashes

## GLIDING SMUDGEPROOF FORMULA

### WAXES AND FIBERS COMPLEX

- 1 Carnauba wax  
= Graphic definition  
+ Latex polymer = WP  
+ Cellulose fibers  
= Lengths
- 2 Care ingredients  
= Gliding texture

## ELASTOMER BRUSH

- 1 Deployed lash
- 2 Reach short lashes
- 3 Coat & separate

## SMUDGEPROOF FORMULA

### 1 Definition + lengths

- Carnauba wax
- = graphic definition
- + Latex polymer (WP)
- + Cellulose fibers (Lengths)

### 2 Gliding texture

- Care ingredients

## APPLICATION

Apply SURREALIST  
EVERFRESH  
SMUDGEPROOF from  
the roots to the tips

- 1 Use the larger rounded-shaped part to deposit charge, deploy graphically the fringe, with separation
- 2 With the thin brush end, catch the short lashes: first in the outer corner
- 3 Secondly in the inner corner

## APPLICATION

- 1 Deploy graphically the fringe, with separation



- 2 Secondly catch the short lashes in the outer corner



- 3 And in the inner corner



# UNPRECEDENTED JEWEL-DESIGN



Packaging technical  
exploit

Premium Jewel design  
Calligraphic and  
inkwell inspiration





# SURREALIST EVERFRESH SMUDGEPROOF

## MAKE-UP RESULT

- Calligraphic  
Lengths

## SMUDGEPROOF EVERFRESH TECHNOLOGY

(A brush/bottle/  
formula trio)

- Elastomere  
Corolla Brush  
+  
• Gliding  
smudgeproof  
formula  
+ bottle  
= Doesn't dry out

## PREMIUM JEWEL DESIGN

- Calligraphic  
inspiration