



**MULTI-BENEFIT
DEPLOYED VOLUME
LENGTH - CURVES**

SURREALIST EVER FRESH

DAY AFTER DAY:

- DEPLOYED VOLUME
- GRAPHIC LENGTH
- SUMPTOUS CURVES
- IDEAL GLIDING
SENSATION

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

SURREALIST
EVERFRESH
MAKE-UP RESULT



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

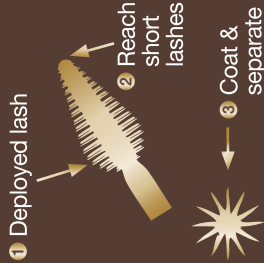
ELASTOMER BRUSH

- 1 Corolla-pattern =
Lashes deployed
- 2 Thin end = Reach short
lashes
- 3 Large base = Coat &
separate

PRESERVED FORMULA

- Waxes complex
= Volume + curve
- Care ingredients
= Gliding texture

ELASTOMER BRUSH



PRESERVED FORMULA



1 Volume + curve

2 Gliding texture

Care ingredients + pigments

APPLICATION

Apply SURREALIST
EVERFRESH 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



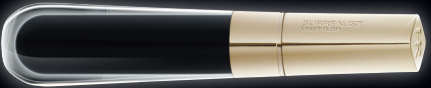
- 2 Secondly catch the short lashes in the outer corner



- 3 And in the inner corner



UNPRECEDENTED JEWEL-DESIGN



Packaging technical
exploit

Premium Jewel design
Calligraphic and
inkwell inspiration



SURREALIST EVERFRESH

MAKE-UP RESULT

- Multi-benefit
(Volume + Length +
Curve)

EVERFRESH TECHNOLOGY

(A brush/bottle/
formula trio)

- Elastomere
Corolla Brush

+

- Preserved formula
+ bottle

=

doesn't dry out

PREMIUM JEWEL DESIGN

- Calligraphic
inspiration