



MULTI-BENEFIT
DEPLOYED VOLUME
LENGTH - CURVES



MAKE-UP RESULT

SH
FRESH
SURREALIST

SH
FRESH
SURREALIST
EVER

DAY AFTER DAY:

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

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



② Gliding texture

Care ingredients + pigments

① Volume + curve

● ● ● ● ● Waxes complex



① Deployed lash

② Reach short lashes

③ Coat & separate

ELASTOMER BRUSH

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



③ And in the inner corner



② Secondly catch the short lashes in the outer corner



① Deploy graphically the fringe, with separation

APPLICATION

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



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