

# ARTISTRY™ Length & Definition Mascara

## KEY PRODUCT MESSAGE

- ARTISTRY Length & Definition Mascara gives you just what you want: ultra-long, well-defined, lushly separate lashes that enhance your eyes to provide allure and mystery.

## PRODUCT OVERVIEW

- ARTISTRY Length & Definition Mascara features a unique bristle brush that makes the mascara easy to apply. And, the formula is long wearing, making it the perfect choice for everyday use.

## TARGET CUSTOMERS

- For the woman who desires long lashes, who wants to draw attention to her eyes, because her eyes are the mirror of her inner being.
- For the woman who desires a beautiful fringe of lashes to create allure, mystery, sensuality.
- For the woman to whom mascara is her No. 1 “must-have” product; the woman who uses mascara daily and would not leave home without wearing it.



ARTISTRY™

# ARTISTRY™ Length & Definition Mascara

## FEATURES / BENEFITS

| FEATURE   | BENEFIT   |
|---|---|
| Unique bristle brush that grabs every lash from root to tip | <ol style="list-style-type: none"><li>1. Proven to noticeably lengthen lashes up to 70%</li><li>2. Glides on easily, instantly, for noticeably lengthened lashes</li><li>3. Provides amazing length and separation to the lashes</li><li>4. Provides controlled and even application of the mascara</li></ol> |
| Contains Jojoba Oil, Vitamin E and emollients               | <ol style="list-style-type: none"><li>1. Long-wearing, non-clumping, non-flaking formula</li><li>2. Known to keep lashes moisturized, healthy and flexible</li></ol>  |

## CONVERSATION STARTERS

- What woman doesn't want beautifully defined, long and lush eyelashes? Mascara is the No. 1 "must-have" product for all women – because full, separate lashes enhance the eyes, providing allure, mystery and sensuality.
- *Does your current mascara add length and create the lush, separate lashes that you desire?*
- *Does your current mascara apply easily?*
- *Does it last throughout the day?*
- *Does your current mascara flake?*

ARTISTRY™

# ARTISTRY™ Length & Definition Mascara

## PRODUCT USAGE

- Cleanse face with a non-soap cleaner such as Time Defiance Cleansing Treatment
- Apply mascara first to top of lashes, followed by under lashes.
- Work from outside of eye to nose while brushing from base of lashes to tips.
- Separate lashes with brush as you apply.

### *Removal Instructions:*

- ARTISTRY Length & Definition Mascara is as easy to remove as it is to apply: no makeup remover or cleanser are needed.
- Remove mascara with warm water. Bath temperature is ideal (39°C / 103°F). Warm water helps soften the mascara film and enables removal.
- Splash plenty of warm water on lashes and press gently with your fingertips, a warm washcloth or cotton pad. Rinse and repeat.

## DEMONSTRATION

Illustrate to your customer the features and benefits of this mascara by spending a reasonable time demonstrating its attributes. When your customer sees, feels and experiences this product, she will understand its importance in her daily makeup application

### DEMONSTRATION

- Show your customer the packaging of ARTISTRY Length & Definition Mascara.
- Point out the unique bristle applicator and explain that it grabs every lash from root to tip, providing exceptional length and separation to lashes.
- You or your customer apply the mascara on only one eye to show the length and definition effects .
- Inform your customer that the fiber surface offers controlled and even application to the lashes.

ARTISTRY™

# ARTISTRY™ Length & Definition Mascara

## CROSS SELLING PRODUCTS

Use these selling techniques when planning a conversation or during a sales meeting. Cross-selling is also a wonderful way to introduce your customer to other ARTISTRY products and to educate her about their many benefits.

### Specific Cross Selling Opportunities:

- **ARTISTRY Automatic EyeLiner Pencil:** Accentuate your eyes with the new ARTISTRY Automatic EyeLiner Pencil. The creamy, soft formula glides on smoothly for precise lining and contouring of colour. Blend and blur with the included sponge tip applicator for a softened, more natural appearance. Use with ARTISTRY Length & Definition Mascara to dramatically enhance and draw attention to your eyes.
- **ARTISTRY Eye Colour:** ARTISTRY Eye Colour instantly helps your eyes look fresh, feminine and modern. Customizable, velvety smooth powder applies effortlessly, feels light as a feather. Micronized pigments deliver a modern spectrum of pure color and finishes that last. Create customized looks with colour that blends and builds easily.

## FOLLOW-UP

### After 2 Days:

- Follow up with your customer two days after she has received the product to see how she likes it
- Also, make sure the customer is not having any challenges with the product

### After 3-4 Weeks:

- Follow up approximately after four weeks to remind her it's time to re-order. This is also a great time to get feedback on the product

### 6-8 Weeks:

- Follow up with your customer after 6-8 weeks to confirm her next order has been shipped. You may also want to take the opportunity to cross sell an additional product. Only ask for a referral if she is a repeat customer

ARTISTRY™

## ARTISTRY™ Length & Definition Mascara FAQ

### Packaging

**Q: What makes the brush so special?**

**A:** The unique OptiLength brush glides easily through lashes. It's unique fiber and arrangement coats every lash from root to tip, providing an even application with exceptional definition and separation of lashes.

### Formula

**Q: Why does the Length and Definition Mascara have a distinct smell?**

**A:** Length and Definition's FlexFX matrix combines polymers with components that allow the mascara to wrap each lash, elongating and enhancing the lashes from root to tip.

### Product Usage/Application

**Q: What is the best method to apply my Length & Definition Mascara?**

**A:** Apply mascara first to top of lashes. Follow with application to under lashes. Brushing from base of last to tip using as many strokes as needed for desired effect. Work from the outside of the eye to the nose while brushing from base of lashes to tips. Lastly follow with application to lower lashes. Separate lashes with brush as you go along.



ARTISTRY™

## ARTISTRY™ Length & Definition Mascara FAQ

### Contact Lens Wear and Ophthalmologist Testing

**Q: I wear contact lens and wondered if this mascara is safe for my use?**

**A:** The mascara was tested to be safe for contact lens users and has been Ophthalmologist Tested.

### Product Removal

**Q: What is the best method to remove my Length & Definition Mascara?**

**A:** The Lengthening Mascara may be removed with warm water. Bath temperature is ideal (39C/103F). Makeup remover or cleansers are not needed. Splash plenty of warm water on lashes and press gently with your fingertips, warm washcloth or cotton pad. The warm water softens the mascara and helps enable removal.

**Q: Why does my Lengthening mascara come off in clumps when removed?**

**A:** The Flex FX formula matrix forms tiny tubules that encase each lash to achieve its maximum lengthening effect. When the film is softened with warm water, the tubules simply release from the lashes for quick, easy removal without the smearing that can result from conventional mascaras.

### Storage

**Q: How long does the mascara last once the container is opened?**

**A:** It is always best to replace your mascara after 3 months usage.



ARTISTRY™