

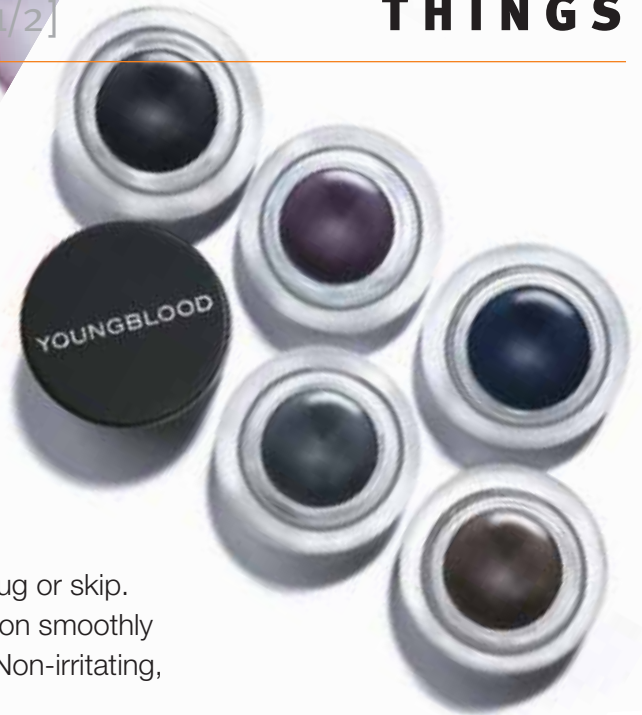
product info sheet

INCREDIBLE WEAR GEL EYELINER [1/2]



YOUNGBLOOD®
MINERAL COSMETICS

NEW RELEASE Incredible Wear Gel Eyeliners



A foolproof and easy-to-use gel eyeliner that won't tug or skip. The intensely coloured, long-wearing formula glides on smoothly like a liquid liner with the precision of an eye pencil. Non-irritating, very water-resistant and budge-proof.

KEY POINTS

Features

Lecithin (emollient)

Iron Oxides

Methicone (silica)

Vitamin E (antioxidant)

Benefits

Aids in hydrating skin

Provide rich pigment

Creates a silky and smooth application

Helps protect the skin barrier's oil balance

Usage: With the Luxurious Angle Brush, apply close to the lash line. To remove, use an oil-based eye makeup cleanser.

Shades:



Eclipse
A classic black



Espresso
A rich dark brown



Midnight Sea
A deep cobalt blue



Black Orchid
A deep purple with an iridescent sheen



Galaxy
A dark grey with silver shimmer

RRP: \$32.00 - purchase online at skinthings.com.au for just \$28.80!

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product info sheet

INCREDIBLE WEAR GEL EYELINER [2/2]



PRODUCT Q+A

YOUNGBLOOD®
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Why is Youngblood introducing Incredible Wear Gel Liner?

As Youngblood's popularity grows in the professional makeup artistry industry (including TV, movies and magazines), so has the demand for an eyeliner that can create fun, edgy and intense looks that last all day. As part of her research, Pauline Youngblood tried many of the high-end liners on the market. While she liked their application, she found her eyes would tear and burn after a short time. Her goal was to use natural ingredients to develop a smooth, richly pigmented eyeliner ... and Incredible Wear Gel Liner was born!

Incredible Wear Gel Liner makes it simple for every woman to line her eyes — without tugging or skipping, or causing eyes to experience irritation. Professional artists will love its high-performing formula and colourful shade selection.

What are the differences between Incredible Wear Gel Liner and Eye Liner Pencil?

While both apply smoothly and are highly pigmented, there are a few key differences. Our Eye Liner Pencil is a basic makeup staple, and ideal for a more natural effect. It can be sharpened and applied directly to the eye, including the inside rims of eyes.

New Incredible Wear Gel Liner lasts longer and is water-resistant. The semi-wet formula is more flexible — drawing thicker lines is a breeze! A brush is required for application.

How long does Incredible Wear Gel Liner take to set?

The formula sets in less than 60 seconds for a look that stays put all day. To smudge, use a sponge applicator, brush or fingertip before it dries.

Which brush is recommended?

We suggest using a brush with a small head and firm bristles for the most control. The Luxurious Angle Brush is an ideal choice — the synthetic bristles absorb just the right amount of product and the shape follows the natural contour of the eyes.

Why is Incredible Wear Gel Liner in a glass jar?

Pauline Youngblood selected glass packaging for two reasons: 1) to evoke a retro-glamorous look and 2) to protect the formula. The glass jar and airtight lid keep the gel soft and workable. Be sure to advise your customers to torque the cap on tightly after each use to avoid the formula from evaporating.

How is Incredible Wear Gel Liner removed?

To remove with ease, soak a cotton pad or swab with an oil-based eye makeup cleanser. Let the solution "sit" to dissolve the colour then gently wipe the residue away.

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