

# Kiss Me Mascara



No running, No smudging, No flaking,  
No clumping, No make-up removers...  
No Compromise.

Kiss Me mascara is the original mascara invented to form tiny water-resistant “tubes” around your lashes rather than painting them like conventional mascaras. Once applied, the tubes bind to your lashes and cannot run, smudge, clump, or flake, even if you cry or rub your eyes.

Kiss Me mascara will add both volume and length to give you a radiant natural look that lasts all day. Only when you are ready for removal, the tubes will effortlessly slide off your lashes into your hand without the use of a harsh makeup remover.

All it takes is the combination of lots of warm water and gentle pressure, from your fingertips, a washcloth or water pressure (i.e. shower) and the tubes will slide off your lashes effortlessly. Upon removal you will actually see the tiny tubes in your hand!

Kiss Me mascara has been clinically tested to be non-irritating making it ideal for sensitive eyes, contact lens wearers, and active people in search of a mascara whose look, hold and ease of removal is without compromise.



## Mascara

Available in: black and dark brown. Also available, Kiss Me Ultra Volume Mascara formulation (in black only).

## Instructions



1. clean dry lashes



2. after application of Kiss Me mascara

### Step 1. Get Ready:

Use Kiss Me mascara on clean and dry lashes. Try not to use any moisturizers on your face before you apply the mascara since the oil may reduce the mascara's hold on the lash. It is also a good idea to wash your hands before applying your make-up.

### Step 2. Lash Curling and Priming:

If you curl your lashes or if you use a lash primer be sure to do so only before applying Kiss Me mascara. The tubes that Kiss Me mascara forms around your lashes will act like a "cast", holding your curl longer, as opposed to weighing your lashes down like conventional mascaras.

### Step 3. Have an "eraser" handy:

Some women like to have a cotton swab dampened with warm water handy while applying their mascara. This makes wiping away any mistakes even easier.

### Step 4. Twirl and Wiggle:

Twirl the wand inside the mascara tube to coat the lash brush (note: do not pump the mascara wand in and out of the tube). Hold the wand horizontally and start at the base of the lashes and go right to the tips. Wiggle the wand slightly from side to side as you apply the mascara. For the lower lashes some prefer to hold the wand vertically and gently apply the mascara lash by lash, while others lightly sweep across the lashes.

### Step 5. Brush on your look:

Within 2 minutes, apply one or more coats. Keep brushing Kiss Me mascara on until you have achieved the desired degree of lash separation, volume and length. For additional volume apply two or three coats while the mascara is still moist (note: don't wait for it to dry). For additional length, focus on the tips of the lashes with a few strokes of the mascara wand. Once set, additional coats cannot be applied.

### Step 6. Let it set:

Once you have finished applying Kiss Me mascara close the bottle tightly and do not touch your lashes for approximately 1 minute. Now you can get on with your day without worrying about runny mascara.

### Step 7. Removal:

Neither water alone nor pressure alone will remove Kiss Me mascara. Only the combination of lots of warm water and gentle pressure, from your fingertips, a washcloth or water pressure (i.e.: shower), will slide the tiny tubes effortlessly off of your lashes and into your hand. You will start to feel Kiss Me mascara become saturated as its grip on the lashes loosens. Keep applying more warm water until the tiny tubes that were formed around your lashes begin to slide off effortlessly (note: do not pull your lashes).

Those little "tubes" you see in the sink are not your lashes, they are the mascara that encased your lashes sliding off. Do not try to use any make-up removers or lotions to remove the mascara since they will not be as effective as simply combining water and pressure.

## Hold

### Is it waterproof?

No. It's better! Waterproof mascaras are so tenacious that they can often be difficult to remove, requiring considerable time, effort and the application of a harsh make-up remover to the delicate skin around the eyes. Ophthalmologists agree that some women should avoid wearing a daily mascara that requires a make-up remover to come off. Kiss Me mascara provides better hold than most waterproof mascaras yet only requires plenty of warm water and gentle pressure to slide off the lashes at the end of the day.

### What if I cry?

Crying generally does not produce enough moisture to loosen Kiss Me mascara's hold to the lashes. If enough moisture does accumulate, it would still need to be combined with pressure to remove the mascara. Now, if you cry (or sweat) and rub your eyes a few of the mascara's little tubes may slide off (as opposed to running across your face). The tubes are easily wiped away as you would a grain of sand on your face.

### Can I swim with it on?

Many women do but at that level of saturation the mascara will slide off if some pressure is applied. It will not, however, run across your face like many conventional mascaras.

### I tear a lot and I have oily skin around my eyes. Will Kiss Me mascara still stay on?

In general, the small amounts of moisture secreted by the skin or tear ducts are not enough to neutralize Kiss Me mascara's hold to the lashes. If you don't rub your eyes while they are moist the mascara should remain intact. If you do rub your eyes while the lashes are moist, a few of the tiny tubes Kiss Me mascara has formed around the lashes may slide off, rather than smear like ordinary mascaras.

## Look

### Does it thicken and lengthen the lashes?

Yes. Since Kiss Me forms a tube around each lash it amplifies both the lash's volume and length for a radiant natural look. Many women also apply a few coats (before the original coat sets) to add some additional volume as well as a few additional strokes to the very tip of the lashes to add some extension and achieve the look they are seeking.

### Should I apply Kiss Me mascara before or after I curl my lashes?

Immediately after.

## Removal

### How can it be water-resistant yet come off with water and pressure?

Neither water nor friction alone is enough to remove Kiss Me mascara. It is only when the two are combined that the mascara will slide off. High concentrations of warm water neutralize the mascara's adhesion to the lashes but it still takes the gentle pressure to remove the tubes that the mascara has formed. Showering will also be enough to remove the mascara effectively due to the water pressure.



Tubes are formed around each lash to add volume and length.



Lots of warm water and gentle pressure is all it takes for removal.



Does not penetrate your skin or lashes and leaves no residue.

### Can I use a make-up remover to take it off?

No. Do not use a make-up remover to try to remove Kiss Me mascara. The easiest and most effective way to remove Kiss Me mascara is by combining warm water and pressure.

### Will I damage or pull out my lashes when I am removing Kiss Me mascara?

No. Once the mascara is saturated with water it comes off with very little effort. Remember, during the removal of Kiss Me mascara you will actually see the tiny tubes that were formed slide off into your hand.

## Formula

### I noticed the new packaging. Has Kiss Me changed its formula?

No. The Kiss Me mascara formula remains exactly the same formula that our clients have been using faithfully for years. Only the following packaging improvements have been made:

- A slender aluminum bottle packaged in a revolutionary aluminum tube.
- 13% more mascara in every bottle.
- A longer and wider curved brush for added lash definition and volume.
- An application tips insert in each package containing information on how to get the most from your mascara.

### Has it been safety tested?

Yes. Kiss Me mascara has been clinically tested and received a “non-irritating” classification (the mildest possible classification) making it ideal for sensitive eyes and contact lens wearers.

### Is it Hypoallergenic or fragrance-free?

Kiss Me mascara has not been hypoallergenicly tested and it does have a slight fragrance.

### Has it been tested on animals?

We are proud to say that Kiss Me mascara has not been tested on animals.

### What's in it that makes it so different?

Kiss Me mascara's main ingredient is an acrylate copolymer that helps it bind to the lash as opposed to trying to paint or dye it like conventional mascaras.

### Are its ingredients all-natural?

No.

### What are the ingredients of Kiss Me mascara (Black)?

Water (Aqua), Ammonium Acrylates Copolymer, Propylene Glycol, Acrylates, Copolymer, Triethanolamine, Isopropyl Alcohol, Sodium Dehydroacetate, Methylparaben, Propylparaben. [May contain (+/-): Iron Oxides (CI 77499, CI 77492, CI 77491), Ultramarines (CI 77007), Mica, Titanium Dioxide (CI 77891)].

## Miscellaneous

### How long does one bottle last?

It depends on the frequency of use, but it is recommended to replace your mascara every three months.

### Isn't that expensive for a mascara?

The retail price of Kiss Me mascara is comparable with other premium mascaras on the market yet its performance sets it apart. Kiss Me mascara also avoids the inconvenience and expense associated with an eye make-up remover.

### Where is it made?

Japan.

### Why is it called Kiss Me if it's a mascara?

Kiss Me is the name of a highly reputable 200 year-old Japanese cosmetics manufacturer who produces a wide variety of cosmetic items with this being the vanguard item.