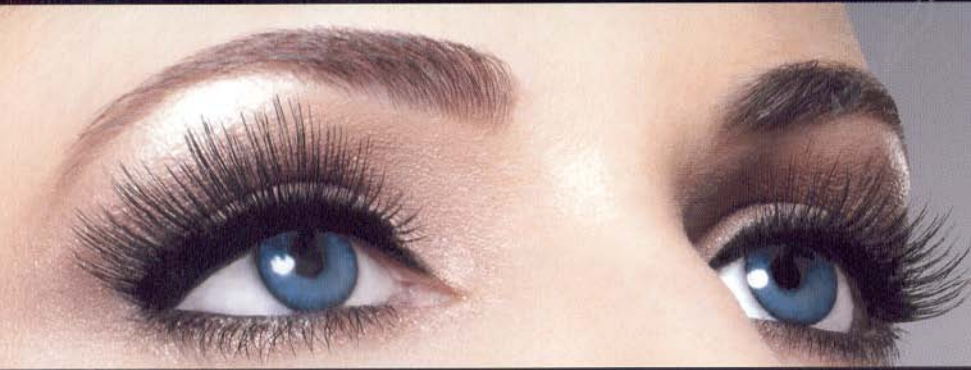



ARDELL®  
ANDREA®



Naturally  
Glamorous  
Lashes & Brows



## Create Dramatic and Inviting Eyes

### Strip Faux Eyelashes

Are you looking for a quick and temporary way to achieve fuller lashes? Then strip lashes are the perfect solution for you. Strip eyelashes add instant glamour and depth to your eyes, enhance your natural eyelashes, define your lash line, and amplify your eyes. Make our professional-quality Ardell and Andrea strip eyelashes your must-have accessory for parties, photo-shoots, or just for fun moments and be transformed dramatically every time. We have a wide selection of styles to suit different eye shapes so you always get the look you desire.

#### Adhesive

Our eyelash adhesives are specifically designed for strip lashes. They keep your false eyelashes in place even if you wear them all day long. You can choose between our "Clear" and "Dark" formulations for a flawless application. The Dark adhesive dries almost black as this helps hide the bands and blends the strip lashes into your own natural lash lines. The Clear adhesive dries invisibly so it's barely noticeable. Because both are latex-based, they can be conveniently removed by gently pulling off with your fingers.

#### How long will my lashes last?

Our latex-based adhesive allows the strip lashes to stay on for several hours up to a full day. After every use, it must be removed and cleaned for your next use. Using an oil-free makeup remover to clean your eyelashes keeps them free from dust particles and makeup remains like mascara so you can comfortably wear them again. It's also a good idea to store them in the lash tray to help maintain the original shape. Each pair can be reused several times with proper care.

#### Mascara or No Mascara

To add even more volume and intensity to the eyes, you may apply your favorite mascara to your natural eyelashes as well as your strip lashes. Waterproof mascara is the only exception and should never be used. Apply mascara only after the strip lashes are in place. Mascara helps to blend your natural lashes to the color and texture of the strip lashes.

### Individual Faux Eyelashes

If your eyes are the focal point of your features, then consider these lashes. Individual eyelashes complete your style without making you look too overdone. Our individual lashes come with 10 strands of hair on each cluster and flare out evenly. You can choose to apply lashes on the entire lash line to perfectly frame your eyes or simply add a few clusters to the outer corners for a dramatic effect. Individual eyelashes can serve as filler to sparse eyelashes to make them appear fuller. For those already born with thick eyelashes, individual lashes can add a unique definition. A variety of colors and styles are available and can be seamlessly fused together with strip eyelashes to achieve fuller, thicker eyelashes. Wear your individuals/flares all day long and then layer a rhinestone-adorned strip lash for a fun evening out. They're oh-so-natural looking, people will think twice before asking the question: true or false?

#### Adhesive

Our Semi-permanent Adhesive is specially formulated for individual/flare lashes. This non-latex based adhesive allows for a stronger, longer-lasting adhesion. When dipping individual eyelashes in the adhesive, less is more. Expect the individual lash extension to adhere easily to your natural lash in a matter of seconds. The Adhesive is available in "Clear" and "Dark" formulations and is best removed using our Lash Free Remover.

#### How long will my lashes last?

Individual eyelashes are guaranteed to last up to two weeks per application depending on how well you take care of them. Otherwise, they can shed off at any given time. Once they start to come off, you can apply them on your whole lash line all over again or simply fill in wherever needed.

#### Mascara or No Mascara

You may opt not to apply mascara as it may weigh down the lashes and impede eyelash adhesion.

## Lash Application Made Easy

### Strip Lash Application

Strip eyelashes are the popular choice among women these days for thicker and longer eyelashes. Applying false eyelashes can be tricky at first but with a little practice, you can look like a Hollywood star. Follow these quick and easy steps and over time, you'll eventually develop your own technique.

Here are a few easy tips on applying lashes that stay on all day:



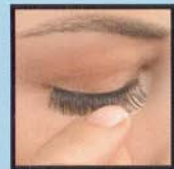
#### Check Fit:

Hold the ends of the lash and gently bend it to match the curve of your eyelids. Then bring the strip lash on top of your natural lash and carefully measure it to the length of your eyes. If it extends beyond your lash line, trim the excess off with eyelash scissors.



#### Apply Adhesive:

Squeeze a small amount of strip lash adhesive along the lash band. Use a toothpick to spread it evenly. Wait a few seconds for the adhesive to set.



#### Apply Lash:

Place the strip lash as close to your natural lash line as possible. Use your fingertips to press the band and properly keep it in place.

### Wasn't that simple?

Just keep practicing and it'll get easier every time. You can even apply eyeliner to your lash line over the strip lash for definition! Experiment with different eyelash styles to discover the most stunning look for your eyes. Welcome to the world of faux eyelashes and a more fabulous you!

### Individual/Flare Lash Extension Application

Learn the methods of applying individual lash extensions to create the illusion of longer, thicker eyelashes. You'll discover how a few clusters of lashes here and there can make every bit of a difference. Individual lash extensions pave the way for bigger, brighter and more inviting eyes.

1. Cleanse the eye area to keep the lashes free of oil and debris.
2. Squeeze a pea-sized drop of LashTite Adhesive to a piece of foil or non-porous surface.
3. Using tweezers, grab the lash at its center and gently lift it from the tray. Be extra careful so as not to pull the strands apart.
4. Lightly dip the lash into the adhesive by dragging it along from the center to its base. Do this a couple of times or until enough glue is on the lash. This will help spread the adhesive evenly and keep the whole lash from being unnecessarily coated with adhesive.
5. Align the artificial lash over the natural lash you are applying it to. Using soft strokes with the tweezers, "paint" the natural lash with the adhesive that's already on the artificial lash to strengthen the contact area between the two. Drop the artificial lash on the natural lash making sure it stays on by gently pressing with your fingers or tweezers. Make sure the end section of the artificial lash is as close to the lash line as possible without actually coming into contact with the surface of the eyelid.
6. Repeat steps 1-5, applying one lash extension at a time. Alternate working from one eye to the other to allow the adhesive to dry between applications so the extensions do not clump together. Use an equal number of extensions on each eye to create symmetry.
7. Continue the process until you achieve your desired look. If you choose to apply various lengths of lash extensions, use shorter lashes towards the bridge of the nose and apply medium to long lashes towards the outer corner of the eyes to ensure the most natural effect.



## Find Your Style

### What's Your Eye Shape?

Determining your eye shape is the first step in deciding which eyelash style is right for you.

#### **Small Eyes**

Open up your eyes with lashes that are dramatic, yet not too overbearing. Try Ardell Fashion Lashes 109/110 or Sweeties/Babies InvisiBands. Andrea Modlash 21 or 70 also work well.

#### **Large Eyes**

Pump up the volume with Ardell Fashion Lashes 105, InvisiBands Hotties, Wispies, Lacies or Andrea Modlash 23.

#### **Round Eyes**

Put on a demure but full lash style like Ardell Fashion Lash 109, InvisiBands Beauties, Andrea Modlash 21 or 52.

#### **Almond-Shaped Eyes**

Anything will look good but spiky lashes like Ardell InvisiBands, Demi Pixies, and Luckies add character. Also Andrea Modlash 13 is a great choice.

#### **Deep-Set Eyes**

can get away with a thicker, heavier lash like Ardell Fashion Lash 131 or InvisiBands Wispies, Demi Wispies and Andrea Modlash 52 will do wonders.

#### **When in Doubt...**

Try Ardell Fashion Lash 110. It's the universal lash style and looks beautiful on any eye shape. Individual faux eyelashes never fail to impress too!

### Helpful Hints for Individual/Flare Eyelashes

- Remember to cleanse your eye area thoroughly with an oil-free cleanser or make-up remover before application as makeup, dirt and oil secretion from the eyelids make it difficult for the lashes to adhere.
- Spend a generous amount of time carefully applying each cluster so they cling better to your own eyelashes and blend in naturally.
- Do not apply too much glue to avoid any clumping.
- During the first 24 hours after application do not allow your eyes to come in direct contact with water, especially hot water.
- If you want them to last longer, avoid habits like rubbing your eyes or touching your lashes.
- Sleep on your back to keep your lashes from touching the pillow. The less contact with objects, the better.
- Do not stretch your eye area when applying eyeliner as stretching weakens the glue and causes your eyelashes to separate.

### Ardell Brow Studio

Eyebrows frame not only your eyes but your whole face. That's why we've created accessories to enhance and define your natural brows. Using Ardell products, you can create flattering shapes and arches, fill in sparse areas, enhance growth, and set your eyebrows beautifully all within a matter of minutes.

Every woman wishes she was born with thick, long eyelashes so she can face the world more confidently. Today we've turned it into a reality that fits well into your modern lifestyle. For many years now, Ardell and Andrea have been providing women with a smarter and more affordable alternative to mascara, naturally beautiful artificial eyelashes that are easy to care for and maintain on a regular basis.



No matter what look you're going for, we're here to help you achieve it with a variety of styles that reflects glamour and brings out your personality. It doesn't stop there. We've also created functional lash and brow accessories to suit your needs so you can enjoy the whole process of applying eyelashes or simply grooming your eyebrows. Keep them all in your beauty drawer and your lashes and brows can now take shape any way you want them to, anytime.

### *Fashion Lashes*

bring into fruition long, luscious lashes as the most sought-after eyelashes in the industry. They're lightweight, comfortable and can be used as many times as possible with proper care and cleaning. A wide array of styles makes it easy for you to find the right look every time! Made of 100% human hair, Fashion Lashes feel and look natural all day long.

### *Runway Lashes*

belong to our Make-Up Artist Collection. Our high-end cosmetic grade eyelashes are an easy favorite among professionals. Complete a glamorous runway look with eyelashes that stand out and flatter the eyes.

### *InvisiBands*

are bound together by an invisible band that connects the hair strands to form a clean strip. They are knotted and feathered by hand in perfect uniformity. If you want a flirty but youthful appearance, this one's for you!



### *DuraLash Naturals*

are individual lash clusters that are the closest thing to natural eyelashes ever developed. These knot-free lashes are permanently curled, waterproof, easy to apply, and comfortable to wear. They're so natural; you forget they're even there. For eyelashes that aren't your own, it's hard to imagine they can be worn up to 6 weeks at a time. One DuraLash package contains 56 lashes and come in black or brown, and in short, medium, or long lengths.

### *Permalash*

by Andrea highlights the au natural side of you. These knotted individual lash clusters blend flawlessly with your natural lashes making them ideal for a casual daytime look or a glamorous night out in town. Alternate between brown and black or short and medium strands to give your eyes an instant lift!

### *Modlash*

strip lashes by Andrea are sure to add a distinctive flair to your eyes. With 16 remarkable styles to choose from, you'll have a different look to match your every mood. Each pair is perfectly arranged and curved to fit the shape of your eyes. Heavily textured strips bring focus to your eyes while sparse strips give a subtle accent.