

WHY IT WORKS

neuLash active eyelash technology Triple-Action Formula Provides:

* Incredible Strength and Volume!

neuLash was developed with potent bioengineered polypeptides containing beneficial amino and fatty acids with renewing properties that provide effective protection against breakage and promote healthy lashes.

* Extreme Moisture and Increased Elasticity!

Sodium Hyaluronate, one of the most potent humectants, alongside Hydrolyzed Glycosaminoglycans provide extreme hydration to lashes by binding in moisture while improving elasticity and durability.

* Intense Nourishment and Vitality!

Biotin, Panthenol and Pumpkin Seed join forces to help replenish and rejuvenate lashes with essential proteins and vitamins that provide strength, shine and enhance the overall appearance of lashes and brows.

All these amazing ingredients work synergistically to promote fuller, more voluminous looking lashes and enhance the overall appearance of the eyes.

WHO'S IT FOR

neuLash is ophthalmologist safety-tested and is ideal for women and men, brittle, weak, thin, or short eyelashes, contact lens wearers, those who have eye lash extensions, or those who have undergone radiation treatment. neuLash can also be used to improve the appearance of sparse, thin eyebrows. Clinical studies have found neuLash to be safe and gentle to eyes, yet extremely powerful in its stimulating and rejuvenating properties.

HOW TO USE

Start with a clean, dry eye area. Using the applicator brush, apply neuLash to the base of the upper eyelash starting from the inner corner of the eye to the outer corner outwards, directly on the base of your eyelashes. neuLash can also be applied to the lower lash line. However, use greater care when applying to avoid direct contact with the eye.

Use neuLash once daily in the evening before bedtime. Wait until product has fully dried before applying additional cosmetics. Once desired results are achieved, it is recommended to continue using neuLash to maintain the appearance and condition of your lashes and brows.



Disclaimer: neuLash is not intended for direct contact with the eye. If this should occur, rinse thoroughly with cool water.

neuLash
active eyelash technology™

- * Ophthalmologist and Dermatologist Safety Tested
- * Safety Status in the US and EU – **PASSED**
- * Consumer Skin Sensitization Patch Study – **PASSED**
- * All ingredients have been successfully marketed to consumers in the US and/or Internationally.
- * Cruelty-Free
- * Paraben-Free
- * Fragrance-Free

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SRL
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Mfg. & Dist. by:
Skin Research Laboratories
Los Angeles, CA 91311
Printed in the U.S.A.
877-638-5275

www.neuLash.com

Exclusively Distributed by:
U.S.A. & Canada
Mosaic Marketing Partners, LLC
Camarillo, CA 93012
805-383-7711

www.mosaicmarketingpartners.com

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neuLash
active eyelash technology™

Want
**FULLER
HEALTHIER-
LOOKING
LASHES**
in just 30 days?

**MAXIMIZE
YOUR LASH
POTENTIAL!**

Award for
Most Innovative
New Product
**DANISH
BEAUTY
AWARD**

THE PROBLEM

Extend the life of your lashes by fighting the many aggressors that affect the condition of eyelashes.

A multitude of mechanical aggressors such as mascaras, eyelash curlers, make-up removers, tinting/perm treatments, false eyelashes/glues, and medications all weaken eyelashes. Also playing a key factor in slowing down the renewal process of eyelashes is aging. neuLash active eyelash technology offers maximum protection by delivering essential proteins, vitamins, moisturizing and rejuvenating ingredients to replenish and strengthen lashes, while adding shine and elasticity.

Through highly potent polypeptides and an abundance of powerful ingredients, neuLash helps promote healthy, natural lashes and improves the overall appearance and condition of lashes. Each strand is nourished and the lash line energized with incredible results that help transform thin, brittle or short lashes into Thicker, Healthier-looking lashes in just 4 weeks.



FEATURED INGREDIENTS

Bioengineered Octa/Copper/Oligo Peptides – An effective combination of amino acids, the building blocks of protein	Helps add volume by strengthening and rejuvenating
Isopropyl Cloprostenate – A fatty acid derivative with cell renewing properties	Helps promote healthy-looking lashes
Sodium Hyaluronate – Hyaluronic acid, a water-binding ingredient	Helps lashes appear healthier, shinier and stronger
Biotin – Vitamin H, part of the group B vitamins, an essential nutrient with fortifying benefits	Helps strengthen and fortify lashes against breakage
Panthenol – Provitamin B5, a rejuvenating moisturizer and a soothing agent	Helps promote lash flexibility and durability
Pantethine – an active form of Pantothenic Acid, provides soothing and hydrating benefits with antioxidant action	Helps soothe lash base and maintain healthy balance
Hydrolyzed Glycosaminoglycans – A highly effective moisturizing and hydrating agent with conditioning properties	Helps add moisture and sheen to lashes and improve elasticity
Allantoin – From comfrey plant, known for its healing, soothing and softening benefits	Helps soothe, calm and moisturize the lash line.
Cucurbita Pepo Seed Extract – Pumpkin Seed Extract, extremely rich in essential fatty acids, beneficial minerals, zinc and iron, plus B vitamins, amino acids and phytosterols	Helps fortify and nourish lashes to replenish volume
Dipotassium Glycyrrhizate – Licorice Extract, has calming and brightening properties to shield against irritation and redness	Helps soothe and brighten the outer eye area

Consumer Testimonials

“Oh boy! I am so thrilled with the results! It’s unbelievable! I’ve been using neuLash for 3 weeks and my lashes really look amazing. All I use now is just a little touch of mascara...Amazing!”

Jennifer
22 Years Old
California

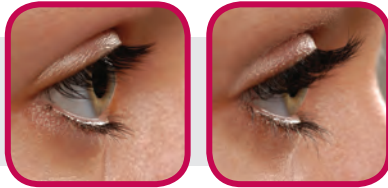


BEFORE

AFTER*

“I have had the shortest, most non-existent lashes my entire life and now they are longer, darker and even curl! I Love it! I can now go without mascara during the summer and feel like my lashes are beautiful! Thank you so much!”

Maria
34 Years Old
New York



BEFORE

AFTER*

“I’m in love with my new lashes! It’s so exciting putting mascara on now. I started losing my lashes last summer so I purchased your product and started using it right away. Almost 30 days to the minute, I had noticeable eyelashes again. I love this product and have already recommended it to several people.”

Stephanie
44 Years Old
Florida



BEFORE

AFTER*

**Individual results may vary.*

Clinically Proven Results

Skin Research Laboratories, the industry leader and creator of neuLash® Active Eyelash Technology and winner of 2010 Danish Beauty Award for *Most Innovative New Product* conducted an independent double blind clinical study with DERMSCAN Laboratories, an authorized French Ministry of Health Clinical Testing Center. The results were astounding!

12 Week Efficacy Test Results*:

- **62%** Longer-Looking Natural Lashes
- **54%** Thicker-Looking Natural Lashes
- **62%** Darker-Looking Natural Lashes
- **60%** More Curl to Natural Lashes

*Tests were conducted on 48 women between 22-56 years old.

FREQUENTLY ASKED QUESTIONS

Q. How long does it take to see an improvement in the appearance of my lashes?	A. Our efficacy tests have shown it takes approximately 3 - 4 weeks before you can see a noticeable improvement in the appearance of eyelashes.
Q. Does using neuLash twice a day get faster results?	A. No. neuLash is designed to deliver fuller healthier-looking lashes with just a once a day application and additional daily applications are neither necessary nor recommended.
Q. What if I forget to apply neuLash at night?	A. If you forget and skip an application in the evening. Simply apply the product the next evening. However, a consistent routine is the key to faster, better results.
Q. How long will one container of neuLash last?	A. If applied according to directions, one container of neuLash should last approximately 3 months. Daily applications to upper lash line only will provide a longer yield than if also applied to lower lash line and/or eyebrows.
Q. Is neuLash safe to use on the delicate skin close to the eyes?	A. Yes. neuLash has been ophthalmologist and dermatologist-tested and found to be safe and non-irritating. However, as with any cosmetic product, some individuals may be allergic to one or more of the ingredients in the formulation. If you suspect an allergic reaction, discontinue use.
Q. What if I have a sensitivity to products around my eyes?	A. If you are normally sensitive to products around your eyes, it is recommend that you use neuLash every other night to start.
Q. My husband noticed that my lashes seemed darker after using neuLash for just a few weeks. Is that possible?	A. The product is clear and transparent in its texture. Due to the improved healthy condition, the lashes may appear fuller and thicker and the lash line may appear more defined.
Q. I have been using neuLash for a while now and have noticed that the base of my eyelashes has become a bit darker. What should I do?	A. NeuLash is not intended for direct application to the skin. NeuLash is not intended to darken the skin. In the event you experience any unwanted darkening, please discontinue use of the product.

Q. Can men use neuLash?	A. neuLash is unisex and the formula is clear which makes it ideal for men to use as well.
Q. What happens if I stop using neuLash?	A. Once desired results are achieved, it is recommended to continue using neuLash once daily 2-3 times a week to maintain the appearance and condition.
Q. What should I do if I accidentally get neuLash in my eyes?	A. In the event of direct contact with eye, rinse the eye with plenty of water. If irritation from direct contact occurs and persists, consult with your physician immediately.
Q. Is it normal to experience some tingling on my lash line when I apply neuLash?	A. Some consumers have reported experiencing a mild sensation upon application. It should wear off within a few minutes and with continuous use you should no longer experience this mild tingling. If the tingling persists or the sensation is associated with redness and/or irritation, discontinue use and consult with your physician.
Q. Can I use neuLash on my lower lashes?	A. Yes. However, use greater care when applying to lower lash line to avoid direct contact with the eye.
Q. Can I use neuLash on my eyebrows?	A. Yes. However, we recommend neuveauBrow active eyebrow technology. neuveauBrow was specifically formulated with micro-active technology that nourishes and help stimulate the hair follicle along the brow line.
Q. Can I use neuLash if I wear contact lenses?	A. Yes. neuLash is ophthalmologist-tested and found to be safe and non-irritating, making it ideal for contact lens wearers as well.
Q. Can I use neuLash while I have eyelash extensions?	A. Yes. neuLash is a wonderful blend of nourishing ingredients that are suitable to use while you have eyelash extensions.
Q. Would neuLash help if I have undergone radiation treatment and as a result my eyelashes and brows are very sparse?	A. Yes. We have been told by consumers who have undergone such treatment that with regular use of neuLash the overall appearance and condition of their lashes and brows has improved.
Q. Can I use neuLash if I am pregnant or breast-feeding?	A. We recommend that you discuss use of this product with your physician if you are pregnant or breast-feeding.