

Inspired by Cartoons

The story behind the madly popular Carlashes®

Every great entrepreneur starts with an inspiring idea. For Robert Small, animation was his beacon.

Robert, creator and co-owner of Carlashes®, grew up watching Disney animation and Saturday morning cartoons. He always imagined that vehicles were alive and that their headlights were eyes. The talented artist studied animation and engineering in school and worked in visual effects in feature films.

Twenty years ago when Robert met his wife Dottie, he knew their lives would follow a path of creativity and fun.

“We are always thinking of new ideas and new products. Dottie and I both grew up as entrepreneurs. She sold candy on the school bus and became the youngest Avon rep in her territory,” Robert said. “I sold mistletoe door to door as a kid, trimmed peoples door bottoms when they installed new carpeting, and was developing the Teddy Bear Backpack when I met Dottie.”

Robert couldn't get the “vehicles were alive” image out of his head and Dottie wanted a new challenge that was fun and made people smile. Fast forward to June 2010 when the creative duo and their company Turbo Style Products launched Carlashes™, eyelashes for your car. Voila! Carlashes™ exploded on YouTube and started selling so fast they could barely keep up with production. Carlashes™ now sell in more than 90 countries and are available in Autozone and Pep Boys stores.

“We were blown away by their popularity,” Dottie said. “People love them because they make you smile.”

What makes Carlashes™ special?

Carlashes™ is the original and superior, high-quality eyelash product for cars, trucks and every vehicle in between. The couple spent two years working on just the right kind of plastic with UV stabilizers and plasticizers to make the lashes flexible and durable – even in winter conditions and in a carwash. They worked closely with 3M on a special automotive tape specifically designed to attach to exterior car surfaces.

Will Carlashes™ fit on my car?

Carlashes™ will fit on most vehicles headlights. Different styles are designed specifically for all types of headlights.

How do the lashes attach to my car?

Carlashes™ attach with 3M double sided automotive trim tape. The same tape that has been used for years to attach exterior trim on cars. This is also the same tape used to attach many aftermarket items such as bug guards, wind guards, mirrors, and reflectors.

How do I remove the lashes?

Carlashes™ can be removed by slowly peeling them off. If the 3M tape sticks to the vehicle it can be removed by rolling the residue with your thumb. Any remaining residue

can be removed with a citrus cleaning agent or one designed for cars such as tar and bug remover spray.

Will the tape damage my car paint?

The 3M tape will not chemically interact with car paint, chrome, or glass.

What about other Carlashes™ products?

The Carlashes™ team has been busy creating the next generation of fun car accessories. More on that in the coming months.

Has the media taken notice?

Yes! Shortly after Carlashes™ launched, CNN's Jeanne Moos spotlighted the Small's creation and suddenly Turbo Style Products was inundated with orders from around the world. CarLashes™ have appeared on television and in print media including: The Situation Room with Wolf Blitzer, The Rachael Ray Show, Tonight Show With Jay Leno, The Steve Harvey Show, Marie Claire Magazine, and Family Circle Magazine. And YouTube sensation and lightning rod and Jenna Marbles endorsed the product by installing them on her Honda.

Where to do you buy Carlashes™

The products are always available at <http://careyelashes.com>. And now offered at Autozone and Pep Boys stores. With women buying more than half of the new cars in the U.S. and influencing up to 85 percent of all car purchases, it's time for a car accessories revolution for women!