

## Empower Your Inner Diva Join the Carlashes® Miles of Smiles Movement

FOR IMMEDIATE RELEASE

PARK CITY, Utah — Couture fashion may dominate the runways of Paris and New York, but highways across the world are now home to the latest in auto fashion — eyelashes for your car. Move over mud flaps and racing stripes — CarLashes® turn the daily drab of driving into a fun, fashionable, and emotional adventure!

Lovely ladies across the globe have lashed up to join the Miles of Smiles Movement and shatter the myth that car accessories are just for men. The Miles of Smiles Movement is all about feeling great inside and out and spreading some love along the way.

Since exploding online in 2010, Carlashes® have gone from a girly trend to a diva necessity. After all, ladies have serious purchasing power. Women buy more than half of the new cars in the U.S. and influence up to 85 percent of all car purchases. Sure, women may seek a practical ride that fits their needs and lifestyle, but they also crave a little bling...and a lot of fun.

“Adults and kids stop me with tears welling up in their eyes to thank me for helping make their day a little brighter,” said Dottie Small, Carlashes® owner and co-creator. “We wanted to create a sassy car accessory. We never imagined the impact and feel-good factor they would bring. Sometimes all it takes is a smile.”

Carlashes® are sold in more than 100 countries and have a faithful social media following of a quarter of a million people. The flirty lashes, starting at \$26.99, also come in chrome, pink, metallic tips, and classic black style as well as the latest — Iridescent Rainbow. And, don't forget to add sparkling Crystal Eyeliner above your lashes — strips of sparkling rhinestones for less than \$20. To round out the glam look, snag some other CarLashes® brand products including bling mirror covers and pendants, and rhinestone license plate frames

Carlashes® are the original, superior-quality eyelash accessory for cars and all vehicles, thanks to their patented technology and revolutionary design. Don't blink, because more fun fashion accessories by Carlashes® are coming online soon!

*"I've had people follow me, just to tell me they love my car. My lashes have been on my Mini Cooper for about two years and still people comment on them. I love making people smile. My car is a happy car and brings joy to my life every day."*

Women can spend fifteen hours or more a week in the car heading to and from work, shuffling kiddos, going to meetings, or heading to college classes. So why not lash up and use that time to change the world one smile at a time?

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Carlashes® are patented, trademarked and copyrighted. Carlashes® have been featured on The Situation Room with Wolf Blitzer (CNN), The Rachael Ray Show, The Tonight Show With Jay Leno, The Steve Harvey Show, and in publications such as *USA Today*, *Vogue*, *Family Circle Magazine* and *Marie Claire*.

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