

CosmeticTM
ALCHEMY

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ABOUT COSMETIC ALCHEMY

Since 2007, Cosmetic Alchemy has been naturally enhancing the look of eyelashes and eyebrows utilizing unique conditioning serums that foster a cult-like following. LiLash® and LiBrow® have been used over the counter and by salon professionals for more than a decade, creating more than one million happily transformed customers! The company's impressive international following continues to blossom quickly due to waves of customer-inspired testimonials and pictures.

Cosmetic Alchemy was founded by renowned physician, Dr. Scott Wasserman, whose background in cosmetics and relationships with some of the world's best chemists led to the creation of a truly revolutionary lash and brow conditioning serum. Both LiLash® and LiBrow® have retained their original formulas, generating the most gorgeous lash and brow transformations in just 90 days.

Dr. Wasserman and the Cosmetic Alchemy family believe in producing natural results that dedicated users can only describe as magic, especially those that use the products in tandem. The LiLash® & LiBrow® purified serums condition and fortify hair follicles to boost your look, leaving consumers without a need for additional cosmetics - simply by using LiLash® and LiBrow® serums, anyone can experience the glory of authentic beauty.

LiLash® and LiBrow® are available worldwide online and with select salon professionals across the globe. Both products come with a 90-day money-back guarantee to see users through the three month daily application period. Cosmetic Alchemy's formulas and products are all vegan-friendly, paraben-free and never tested on animals. Join the journey of making naturally-enhanced beauty magic a reality at LiLash.com.



LETTER FROM OUR FOUNDER, DR. SCOTT WASSERMAN

Hello,

Dr. Wasserman here - I'm the CEO and Founder of Cosmetic Alchemy and the pioneer behind LiLash® and LiBrow®. After many years working in quality of life medicine, I started Cosmetic Alchemy to bring easy beautification to the masses. Upon the creation of LiLash® back in 2007, I started seeing the confidence that users were getting from simply enhancing their lashes! As a result, I became passionate about the magic of all-natural beauty, which then lead me to expanding into eyebrows with the launch LiBrow® a year later.

When developing LiLash® and LiBrow®, my goal was to create serums that would be paraben-free and made from completely vegan ingredients, without adding too much time to your daily beauty routine. Basically, I just wanted to make a product that was easy-to-use and that genuinely worked. Since launching, our formulas have never changed because, as more than a million happy users can tell you, it really works!

Making your lashes and brows look fuller naturally is possible and it doesn't have to take millions of dollars or lengthy procedures! With just 90 days of consistent use, anyone can achieve a natural, more gorgeous appearance. I'd like to invite you to visit our website to see how simple enhancing the look and feel of your lashes and brows can be with LiLash® and LiBrow®!

Join our community of users and see the beauty they have achieved by visiting LiLash.com, or following success stories on our Instagram (@LiLashBeauty) and Facebook.

Sincerely,

Dr. Scott Wasserman



LILASH® PRODUCT DESCRIPTION

What LiLash® is:

Arguably the fastest and most powerful eyelash serum available over the counter, LiLash® Purified Eyelash Serum uses a unique, paraben-free formula that noticeably improves the look of your eyelashes within 90 days. In addition to amplifying the look of lashes, LiLash® also benefits lash extension wearers as they can use the serum for additional support which aids in reducing natural lash breakage that can happen when wearing extensions.

How LiLash® Works:

LiLash® should be used by anyone who is dedicated to improving the all-natural appearance of their lashes! The serum is applied daily to the upper eyelid, similar to a liquid eyeliner. With consistent application, users can begin to notice results within 90 days, with amazing transformations and a peak appearance of thicker, fuller lashes seen in just three months! Over one million satisfied customers worldwide swear by their own transformations.

Why customers love it:

Dedicated users who create a new beauty routine using LiLash® have experienced noticeable improvements in the appearance of their eyelashes. After three months of daily use, our consumers can expect to experience the magic of natural beauty! #LiLashWorks

Additional product information:

LiLash® has a first 90-day money-back guarantee and has been ophthalmologist tested and designated safe for sensitive eyes and contact lense-wearers. LiLash® is vegan-friendly and never tested on animals.





LIBROW® PRODUCT DESCRIPTION

What LiBrow® is:

LiBrow® joined the Cosmetic Alchemy line in 2008 as the first physician-formulated brow serum on the market. This intricate and unique formula is a great product for boosting sparse, over-plucked brows and provides thinning brows with a second chance at a naturally full look. Engineered around the same ingredient technology that made Cosmetic Alchemy's hero product LiLash® Purified Eyelash Serum such a success, LiBrow® conditioning serum is perfect for anyone looking to enhance the appearance of their brows.

How LiBrow® Works:

Blended with prime ingredients that focus on nurturing and thickening the hair in the brow, LiBrow® uses a natural botanic tinting agent to create color and texture uniformity. With daily application, users may begin to notice the first improvements to the appearance of their eyebrows after just three to four weeks. After consistent use for three months, brow aficionados will begin to recognize their old brows again!

Why customers love it:

LiBrow® is an easy-to-use product that conditions and fortifies eyebrow hair follicles to boost their appearance, fullness and texture. Consumers who crave naturally thicker brows have loved using the real magic of this product! #LiBrowWorks

Additional product information:

LiBrow® Purified Eyebrow Serum is covered by the same 90-day money back guarantee as LiLash®. LiBrow® is paraben-free, vegan-friendly and never tested on animals.





FACT SHEET

1. Founded in 2007

Cosmetic Alchemy was created in 2007 by U.S. physician, Dr. Scott Wasserman

2. Unchanged since day one

LiLash® and LiBrow® are unique serums created using an original, conditioning formula that has not changed since the products launched in 2007

LiLash® & LiBrow® purified serums were designed to condition and fortify hair follicles to boost your natural look

3. Over a million satisfied users worldwide

With more than one million wowed by the natural enhancement of their lashes and brows, tons have tried Cosmetic Alchemy products and continue to recommend to their friends

When used in tandem, LiLash® and LiBrow® provides lashes and brows a gorgeous, fuller look that can enhance the users confidence and natural beauty

4. Safe for cosmetic use

Formulas for LiLash® and LiBrow® have been ophthalmologist tested and approved

LiLash® is designated safe for even the most sensitive eyes

LiLash® is designated safe to use with contacts

5. World-wide fan-base

Cosmetic Alchemy products are sold internationally and available for purchase online

6. Guaranteed to enhance natural beauty

Each purchase comes with a 90-day total satisfaction guarantee to see users through the three month daily application phase

7. Earned Badges

Both LiLash® and LiBrow® are Paraben Free, Cruelty Free, and Vegan Friendly



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