

# ARGAN HYDRATING & VOLUMIZING MASCARA KIT PRODUCT SHEET

Silk Oil of Morocco Vegan Hydrating & Volumizing Mascara provides an intense black colour to promote beautiful, full and defined eye lashes. Enriched with nourishing Cold Pressed Certified Organic Argan Oil which is rich in vitamins, antioxidants, omega-6 and omega-9 essential fatty acids to provide a smooth, even application and defined lash look.

## KEY INGREDIENTS

- Cold Pressed Certified Organic Argan Oil
- A Blend of Functional Cosmetic Grade Silicones
  - Carnauba Wax

## INGREDIENTS

**Mascara Gel:** Aqua, Cyclopentasiloxane, Stearic Acid, Glyceryl Stearate, Dimethicone, Copernicia Cerifera Cera, Polyurethane-35, Acrylates Copolymer, PVP, Argania Spinosa Kernel Oil\*, Phenoxyethanol, Ethylhexylglycerin, CI 77499.

\* Certified Organic. Contains Nut Oils Enthalt Nusssole.

**Mascara Fibre:** Nylon-66, Silica CI77499. Made in Taiwan.

## DIRECTIONS OF USE

- 1) For best results complete one eye at a time. Take the Mascara wand and thoroughly apply to the upper and lower eyelash ensuring the whole lash is covered.
- 2) Before the mascara dries, tilt head forward and apply the Mascara Fibre from lash mid-lengths to ends.
- 3) Re-apply the Mascara to seal fibres.
- 4) Should you wish to build a dramatic look, continue to re-apply the Mascara Fibre ensuring you always finish with an application of the Mascara to seal.

**WARNING:** Tilt head forward whilst applying fibres. Do not use with contact lenses. If product gets into eyes wash out immediately with water.

**Removal:** Can be removed easily with water, make-up remover or facial wipes.

## BENEFITS

- Infused with Cold Pressed Certified Organic Argan Oil - rich in vitamins, antioxidants, omega-6 and omega-9 essential fatty acids
- Vegan Friendly
- Helps to create dramatic length & extreme volume
- Can be re-applied multiple times for a dramatic finish
- No harmful glue that can damage natural eyelashes
- Durable/ long-wearing
- Easy to apply and remove
- Mascara can be used alone
- Can be used in conjunction with manual or heated curling wands

## FREE FROM

- Parabens
- Harsh & Drying Alcohol
- Animal Testing

## EXPIRY DATE/SHELF LIFE

3 months after opening. 12 months unopened

## COMPLEMENTARY PRODUCTS

All Silk Oil of Morocco Cosmetic Products

## PACKAGING MATERIAL

Recyclable



MADE WITH  
ARGAN OIL



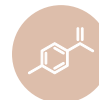
CRUELTY  
FREE



LANOLIN  
FREE



\*CERTIFIED ORGANIC  
INGREDIENTS



PARABEN  
FREE



MADE IN  
TAIWAN



# ARGAN HYDRATING & VOLUMIZING MASCARA KIT PRODUCT SHEET

## FAQS

**SIZE?** MASCARA- 7ml e 0.23 US fl. oz. FIBRES- 0.9g Net Wt 0.03 oz.

**WHY IS THE ARGAN VEGAN HYDRATING & VOLUMIZING MASCARA KIT SO POPULAR?** Silk Oil of Morocco's Argan Hydrating & Volumizing Mascara Kit instantly enhances the natural eyelash providing dramatic length and extreme volume.

**HOW DO I USE THE ARGAN VEGAN HYDRATING & VOLUMIZING MASCARA KIT?** For the best result complete one eye at a time. Take the mascara wand and thoroughly apply to the upper and lower eyelash ensuring the whole lash is covered. Before the mascara dries, tilt head forward and apply the mascara fibres from lash mid-lengths to ends. Re-apply the mascara to seal fibres. Repeat process to achieve desired look. A detailed brochure is included in each kit & a Tips & Tricks page is also available.

**WHAT ARE THE MASCARA FIBRES MADE FROM?** Brush on fibres which adhere to the eyelash after applying the specially formulated mascara gel are synthetic fibres made from Nylon-6 material.

**WILL THE ARGAN VEGAN HYDRATING & VOLUMIZING MASCARA DAMAGE MY NATURAL LASHES?** No harmful glue is used when applying the Hydrating & Volumizing Lash Mascara so will it not damage natural lashes. The mascara gel is also formulated with Cold Pressed Certified Organic Argan Oil and plant base wax to help condition the lashes.

**WILL THE ARGAN VEGAN HYDRATING & VOLUMIZING MASCARA GIVE THE FALSE LASH LOOK?** The Hydrating & Volumizing Mascara can be re-applied multiple times to achieve the false lash look.

**IS THE ARGAN VEGAN HYDRATING & VOLUMIZING MASCARA WATERPROOF?** No, it is not waterproof however it has been formulated to be water resistant making it durable and long wearing.

**WILL THE ARGAN VEGAN HYDRATING & VOLUMIZING MASCARA IRRITATE MY EYES?** Generally no though like any foreign material in the eye it can cause irritation. If Silk Argan Vegan Hydrating & Volumizing Mascara gets into the eyes it is recommended to wash out immediately with water.

**IS ARGAN VEGAN HYDRATING & VOLUMIZING MASCARA HYPOALLERGENIC?** It has been formulated without Sulfates, Alcohol, Parabens and MIT (Methylisothiazolinone) and has been independently safety assessed to reduce the likeliness of allergic reactions.

**CAN I USE ARGAN VEGAN HYDRATING & VOLUMIZING MASCARA IF I WEAR CONTACT LENSES?** Yes though it advisable to take extra care in the application process. Like any foreign material in the eye it can cause irritation. If Silk Argan Vegan Hydrating & Volumizing Mascara gets into the eyes it is recommended to wash out immediately with water.

## KEY INGREDIENTS

**Cold Pressed Certified Organic Argan Oil** - (Argania Spinosa Kernel Oil) is obtained from the fruit kernel of the Argan Tree. Rich in Vitamin E, antioxidants, omega-6 and omega-9 essential fatty acids all of which assist in providing moisture, hydration and shine

**A Blend of Functional Cosmetic Grade Silicones** - (Cyclopentasiloxane & Dimethicone) derived from mineral components, silicones impart a soft silky feel to the skin. They are lightweight and offer excellent spreading capability, offer less tackiness and conditions the skin. Dimethicone is one of the most frequently used emollient ingredients due to its gentleness and effectiveness

**Glycol Stearate** – Plant derived and is used as a moisturiser, conditioner and thickener

**Carnauba Wax** - (Copernicia Cerifera Cera) offer a creamy smooth application and helps with making the product water resistant

**PVP** - is used as a fixative

**Stearic Acid** – is used as an emollient



# ARGAN HYDRATING & VOLUMIZING MASCARA KIT

## PRODUCT SHEET

1



- Apply one coat of Silk Argan Defining mascara to top lashes.
- Looking downward begin by wiggling the mascara wand from the base of the lash line through to the ends.
- Defines and Lengthens lashes for a false lash effect.

2



- Apply one coat of Silk Argan Defining mascara to bottom lashes.
- Wiggle mascara wand through lash hairs to define bottom lashes.
- Opens eye shape giving the appearance of wider, brighter eyes.

3



- Apply a second application of Silk Defining mascara for a dramatic look.
- Looking downward lightly wiggle mascara wand from the mid lash through to the ends.
- Creates a dramatic and voluminous false lash effect.

Always twist and never pump mascara wands. This will stop air from drying out your mascara!

