

SARAH MAXWELL
beauty

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“One of LA’s
best kept
beauty secrets.”

- InTouch Magazine





FEATURED IN

allure

THE
Hollywood
REPORTER

inTouch

WWD

VOGUE

LUXURY
LIVING

EXPERIENCE

With over 12 years of experience as a premier makeup artist and one of Los Angeles' pioneering lash artists, Sarah has cultivated a highly elite clientele.

QUALITY

All ingredients and formulas are sourced with the highest quality in mind, meeting high standards of excellence and sustainability. All products are created with clean ingredients and formulations, and are cruelty-free, paraben-free, gluten-free, and non-toxic.

ACCESSIBLE EXCLUSIVITY

Sarah believes that everyone should have access to high quality products and beauty solutions. Through her products, quality and efficacy that was once out of reach before has now been made available for all to enjoy.





THE COLLECTION



LENGTH GROWTH SERUM

Nourish your lashes and encourage a longer, thicker lash cycle with natural plant extracts that have been clinically proven to stimulate new growth.



LAYER KERATIN CONDITIONING TREATMENT

Fortify the cuticle with a layer of keratin that mimics the natural polypeptide chains in your lashes, repairing any damage, and promoting strength.



LAVISH SCULPTING MASCARA

Sculpt, refine, and separate your healthy lashes with this smooth, lightweight mascara. Fortified with aloe vera to keep your lashes hydrated and healthy.



THE BROW MASK ULTIMATE LIFTING TREATMENT

Fortify the cuticle with a layer of keratin that mimics the natural polypeptide chains in your lashes, repairing any damage, and promoting strength.

LAUNDER FOAMING EYE MAKEUP REMOVER

Keep your lashes and brows squeaky clean and restore your skin's pH balance with our foaming cleanser formulated with chamomile & witch hazel.



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LENGTH

GROWTH SERUM

- Formulated from NATURAL PLANT EXTRACTS that have been clinically proven to stimulate new hair growth.
- One ingredient, Nigella Sativa Extract, contains essential AMINO ACIDS, which are the building blocks for the PROTEINS and PEPTIDES that your lashes need to grow.
- Contains a SIX-MONTH SUPPLY. That's twice as much product as our main competitors.
- Features Sarah's exclusive DOE-FOOT APPLICATOR, instead of the normal tiny brush that other growth serums use. This helps prevent flicking of the product onto the surrounding skin. Don't want to grow hair on your nose!
- Doe-foot also acts like a sponge, so it soaks up enough product in one dip to cover both eyes. NO NEED TO RE-DIP.
- Vegan.



TUTORIAL

<https://www.youtube.com/watch?v=Ofaz9nbbCAc&t=1s>



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LAYER

KERATIN CONDITIONING TREATMENT

- Eyelashes are composed of 90% keratin, a **STRUCTURAL PROTEIN** that strengthens the lash and protects the cells from damage and stress.
- Livylash LAYER adds a nourishing, hydrating layer of keratin that mimics the natural polypeptide chains in your lashes. It also includes wheat amino acids to retain lash moisture, vitamin B5 to protect from pollutants, and hyaluronic acid to revitalize hair health.
- **REPAIRS DAMAGE** and **PROMOTES STRENGTH**.
- Lashes will growth **THICKER** and stronger.
- Perfect "after care" for people who get lash-lift treatments. LAYER helps to **REPAIR** any stress caused by the treatment.
- Perfect for people who prefer lash extensions. LAYER helps to create a **STRONG FOUNDATION** of natural lashes that are better able to support the additional stress caused by frequent use of lash extensions.
- LAYER compliments our growth serum by creating strength and thickness. Most lash-growth products don't provide keratin. This is a strong differentiator for the **DAILY LASH RITUAL**, and one of the reasons it's important to use both products to achieve maximum results.

TUTORIAL

<https://www.youtube.com/watch?v=9TN1qeUjvqQ&t=1s>



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LAVISH

SCULPTING MASCARA

- A smooth, LIGHTWEIGHT mascara that provides a SLICK FINISH for a "no makeup" look.
- Also plays a role in the Daily Lash Ritual, because it CONTAINS ALOE VERA, a natural moisturizing agent that is supported by 20 amino acids.
- Many mascaras will actually dry out your lashes. LAVISH helps to keep them HYDRATED.
- Clump-free. Won't flake off.
- Designed to add a smooth gloss to lashes that are becoming naturally thick on their own.
- Vegan.



TUTORIAL

<https://www.youtube.com/watch?v=J9rEvGdclHo&t=8s>



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LAUNDER

LID AND LASH CLEANSER

Our supplemental product. Not included in the DAILY LASH RITUAL kit, but available as part of the lash care line.

- No lash care system would be complete without a safe and EFFECTIVE CLEANSER.
- For best results while using the Daily Lash Ritual, it's important to clean your lashes every night.
- Formulated with CHAMOMILE and WITCH HAZEL to effectively remove eye makeup while maintaining your skin's natural pH balance.
- SAFE on lash lifts and lash extensions.
- Leaves your lashes SQUEAKY CLEAN.



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THE BROW MASK

ULTIMATE LIFTING TREATMENT

- The BROW MASK is a revolutionary way to give your eyebrows and lids the ultimate lifting treatment
- The BROW MASK is formulated with collagen to restore healthy hair texture and skin appearance; niacinamide (Vitamin B3) to fortify the hair follicles and improve skin elasticity; and hyaluronic acid, which adds lift to the overall lid and brow, allowing the hair follicle to retain moisture at a cellular level.
- With regular use, your natural brows will be thicker and stronger, and your lids will feel smooth and lifted.
- Biodegradable.
- Vegan.

liv

by SARAH MAXWELL





liv:1

A clean, classic, warm scent
[rose, vanilla musk, white amber]

liv:2

A fresh, fruity, radiant scent
[jasmine, cedarwood, white amber]





liv:3

A soft, sweet, refined scent
[rose, jasmine, white amber]

liv:4

A pure, sensual, woody scent
[sandalwood, musk, white amber]



Luxury Scented Candles



liv:1

A clean, classic, warm scent
[rose, vanilla musk, white amber]

liv:4

A pure, sensual, woody scent
[sandalwood, musk, white amber]



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