

# lashfactor LONDON

EYE SERUMS THAT ACTUALLY WORK!!!

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For more information  
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# — Our Premium Range —



Lash & Brow  
Growth Serums



Under Eye Gel Serum



# Get to know our Premium Eye Serums

The lashfactor range contains thoroughly researched Premium Eye Serums developed by our Skin & Eye researchers at **Entod Beauty**, to enhance your natural eye beauty.

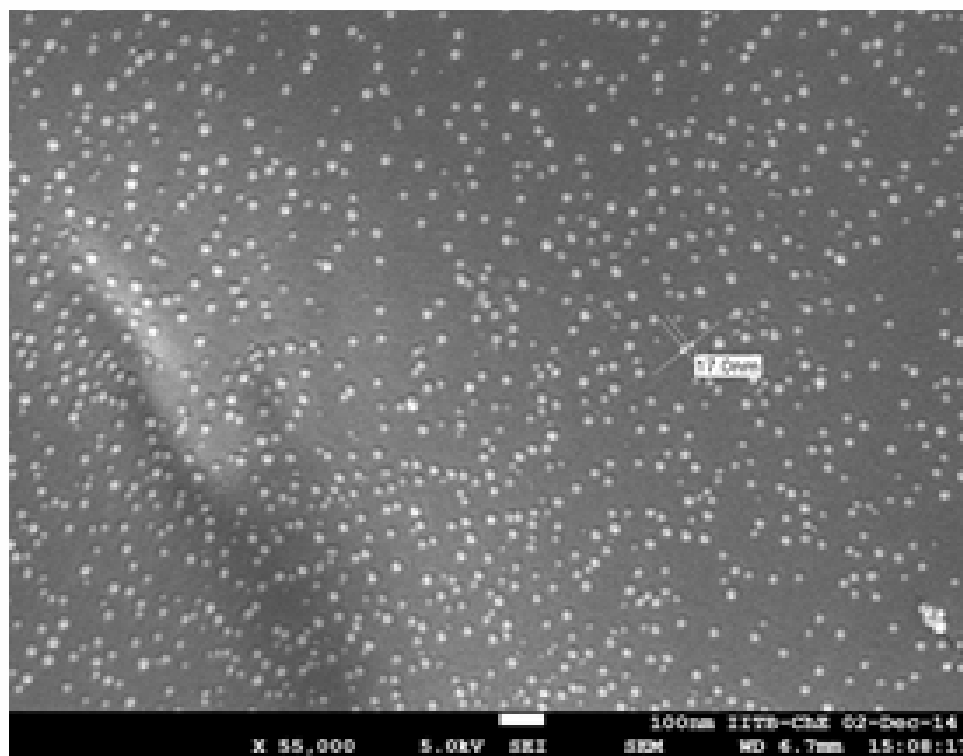
Our Premium range contains specially formulated rapid growth serums for Longer, Fuller & Darker Lashes & Brows, and under eye serums developed to reduce dark circles, puffy eyes, hollows, eye bags and eye wrinkles.



All our Eye Serums contain the purest and scientifically proven Plant-based ingredients and incorporate **Ground-breaking Nanotechnology** which allows almost **20 times Greater & Faster Absorption** giving more Rapid and Prominent results.

# Ground-breaking Nanotechnology

Our eye serums are developed at state-of-the-art GLP accredited research laboratories, and incorporates **Ground-breaking Nanotechnology** where the ingredients have undergone an advanced particle size reduction process to give particle sizes of less than 50 nanometres.



Such tiny potent nanoparticles are absorbed almost **20 times greater and faster** with results seen in as quickly as a few weeks!



Our Lash & Brow Rapid Growth Serums are formulated with a lash-caring complex & revolutionary ingredients that are thoroughly tested for eye and skin safety. These are blended into unique Volume-Building Nano-Polymers that gently absorb into the roots of the eyelashes and eyebrows leading to a denser, thicker look, with visible increase in volume, length and prominence.



These volume-building nanoparticles are absorbed much faster into the roots of eyelashes and eyebrows which provides a perfect look for voluminous, and beautiful lashes and brows... with quicker and more prominent results.

In our Under Eye Gel Serum, the Plant-based natural ingredients are also subjected to particle size reduction to give potent nanoparticles that are absorbed better and faster into the skin, providing deeper skin penetration. This allows for greater spread across the target skin site and significantly improved bioavailability, leading to quicker and more prominent results.

Our researchers have designed this technology specially for the delicate skin around the eyes after thorough dermatological and ophthalmological testing.

# Eye Serum Goodness

Our eye serums are **hypoallergenic** and **FREE from Parabens, Phthalates, Silicones, Sulphates and Gluten**. They are pH balanced, non-comedogenic and designed for all skin types. They are also suitable for use on sensitive skin and eyes. They are Dermatologically and Ophthalmologically tested for safety.



NON-GMO



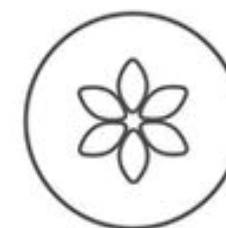
PARABEN  
FREE



NATURAL



PESTICIDES  
FREE



VEGAN



GULTEN  
FREE



NON TOXIC



CRUELTY  
FREE



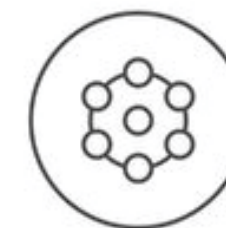
CERTIFIED



SUSTAINABLE



ORGANIC



ANTIOXIDANT



# Lash & Brow Growth Serums

lashfactor premium Lash & Brow rapid growth serums contain an advanced polymeric molecular formula consisting of unique volume-building nano-polymers containing proactive Hydroxypropyl Methylcellulose nanoparticles and molecular hair pigmenting agents to give you stunning lashes & brows that you deserve!

In just 2 weeks, your lashes & brows will look fuller and darker – so no need to dye them. After 4 weeks of using our growth serum in your nightly skincare routine, you'll have the lash length you've always dreamed of.

Best results will be seen after applying Lash & Brow rapid growth serums every day for a full 3 months.



BEFORE



AFTER



# Lash & Brow Darkening



lashfactor Lash & Brow Rapid Growth Serums contain an advanced blend of molecular hair pigmenting agents that give a darker appearance to lashes & brows.

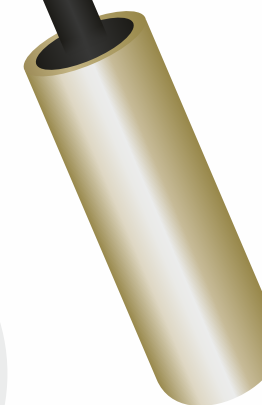
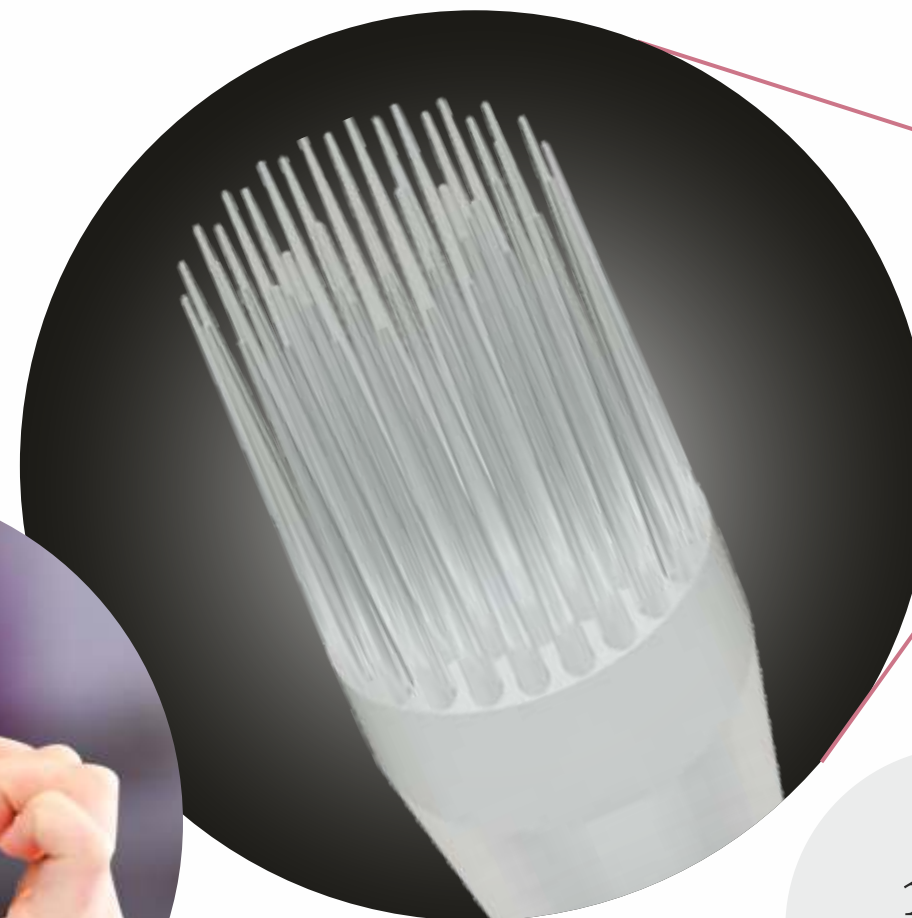
The darkening effect is seen in less than **TWO weeks** of daily use and enhances the natural beauty of your eyebrows and eyelashes without having to use any artificial dyes and colouring agents.



# Patented Brush-free Applicator

lashfactor Lash & Brow Rapid Growth Serums come with a patented sterile dip-in applicator specially designed for precise lash & brow application.

This applicator is 100% brush-free and consists of over 1000 delicate biocompatible micro-bristles, thereby allowing for a more hygienic and consistent application than a traditional brush.



100%  
BRUSH-FREE

# How to use?

1

Make sure your eyelashes and eyebrows are clean and makeup-free before applying *lashfactor* Lash & Brow Rapid Growth Serums.

2

Then use the *lashfactor* patented applicator to gently, but firmly, coat the root line of your eyelashes or along the roots of your eyebrows.

3

If used to enhance eyelashes, make sure you apply to both eyes in equal measures.

4

For best results, apply once at night before bedtime from one side to the other, horizontally.

5

Avoid any serum entering the eyes.

6

Do not apply this serum like a mascara



# How FAST does it work?

WEEK  
1



## Where it all begins

The serum gradually starts to build a foundation, stimulating the roots and hair follicles during week one.

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Enhancing the length and thickness requires continued use for a full effect.

WEEK  
2



## Some noticeable results

During the first 2 weeks, the advanced blend of molecular hair pigmenting agents in the serum starts to show its effects.

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60% of the darkness effect is noticeable by the end of week 2.

WEEK  
3



## Almost there

The semi-viscous and polymeric nature of the serum allows it to adhere along the roots allowing it to strengthen and nourish hair follicles and prevent hair loss.

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During this stage, the eyelashes/eyebrows look and feel healthier, fuller and more prominent.

WEEK  
4



## Longer, Fuller & Darker

By week 4 the volume building nanopolymers containing proactive nanoparticles of Hydroxypropyl Methylcellulose) have been stimulating enough with the recommended number of applications to increase the length of eyelashes/eyebrows and promote hair growth.

# Our Under Eye Gel Serum



BEFORE



AFTER

The World's  
First  
Nanotechnology  
Based  
Gel Serum



lashfactor Under Eye Gel Serum is the world's **first** nanotechnology based gel serum developed by our skin & eye researchers, and formulated specially to reduce dark circles, puffy eyes, hollows, eye bags and eye wrinkles that helps to firm, smoothen and brighten skin around the eyes.

This aesthetically pleasant ultra-light gel serum is soothing, cooling, non-sticky and non-irritant on the skin around the eyes.

# Plant-based Power Ingredients

lashfactor Under Eye Gel Serum is based on an innovative biocellular formula containing carefully curated, safety tested and scientifically proved plant based natural ingredients that are thoroughly tested for safety on the skin around the eyes.

**Start seeing real results in just 2 weeks with significant improvements after 6 weeks of using this serum in your nightly skincare routine.**



This unique eye serum contains anti-ageing antioxidants, skin brightening agents and naturally occurring ultra-moisturising ingredients including **vitamin A (retinol), vitamin C, Aquaxyl, Glutathione, Ginseng, Niacinamide & vitamin E** that are rapidly absorbed into the skin around the eyes giving highly prominent results. Start seeing real results in just 2 weeks, with significant improvements after 6 weeks of using the serum in your nightly skincare routine.

## How to use?

1

lashfactor  
Under Eye Gel Serum comes in a pressurised pump spray applicator device. Clean the skin around the eyes prior to using the serum.

2

Take a small amount onto your clean fingertips, gently dab into the skin under and around the eyes in a clockwise motion until fully absorbed.

3

Leave the serum on overnight and do not wash off for best results.

5

For maximum results or where faster results are desired the gel serum should be used twice a day (morning and bedtime).

4

Apply the Serum once a night before bedtime or as part of your evening/night skincare routine.

6

When applied in the morning, an appropriate facial cream or sunscreen lotion should be applied just after and can be followed by any makeup if desired.



# How FAST does it work?

Results may be seen as early as a couple of weeks, however, you may need to use lashfactor Under Eye Gel Serum for at least 6 weeks in order to start seeing significant improvements and continue to boost the skin around your eyes in the long run. See below for expected results with our under eye serum as per clinical studies and consumer trials.



## 2 weeks after use

Noticeable improvement in the tone, firmness, and plumpness of the skin around the eyes

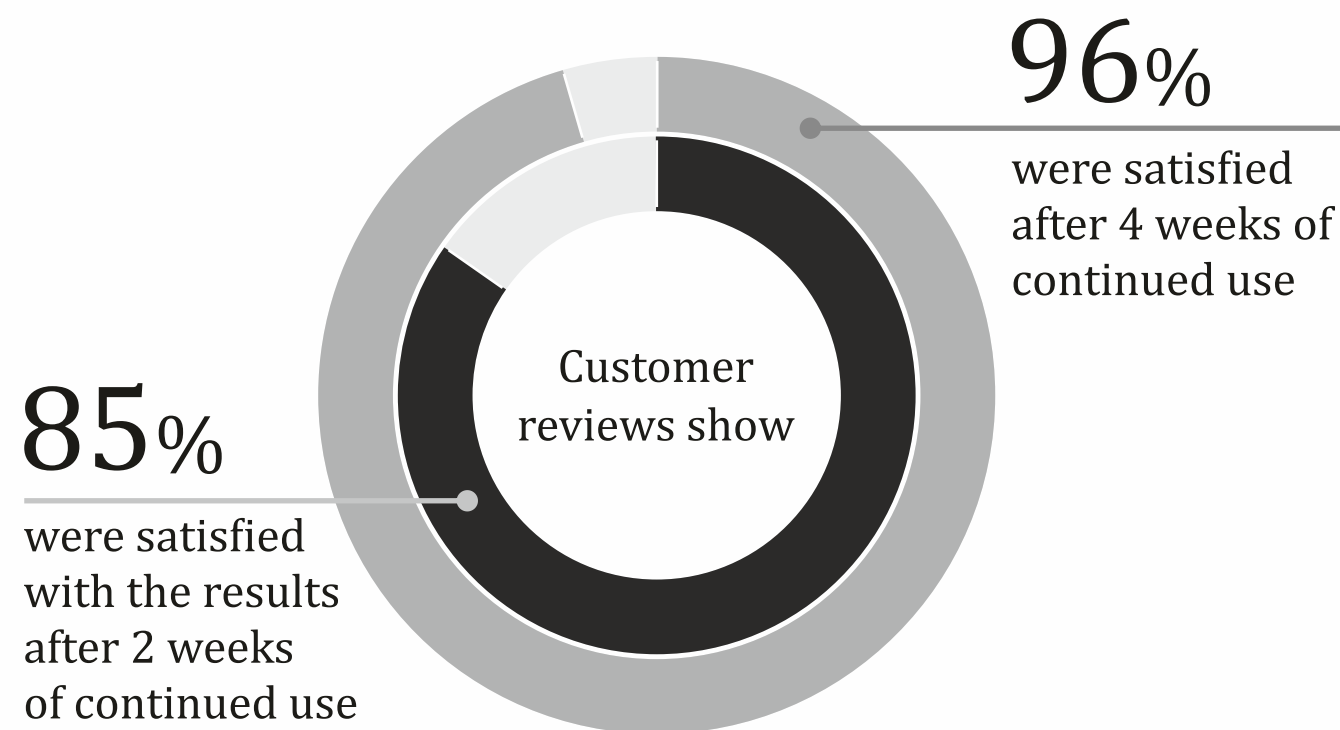
## 4 to 6 weeks after use

Noticeable reduction in dark circles under the eyes and fine lines & wrinkles on the skin around the eyes

## 3 months after use

Maximum effects for the above

# Consumer Study



Recently conducted consumer studies of our premium eye serums showed that over 85% of users were fully satisfied after 2 weeks of continued use, 96% were fully satisfied after 4 weeks of continued use and 98% were fully satisfied after 6 weeks of continued use.

Also about 85% of users found our patented specialised cosmetic applicators easier to use than others available in the market.

\* Based on a consumer study comprising 100 healthy participants carried out by Alba Science Ltd (study no. 213501 reported on 11th October 2018)





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