



REVITALASH®
COSMETICS

RevitaLash® Cosmetics Welcomes New Addition to Color Cosmetic Line

Double-Ended Volume Set Coming Soon

Ventura, CA, June 20, 2018 — **RevitaLash® Cosmetics**, the leading Physician led brow and lash brand, is pleased to announce the latest addition to its illustrious selection of products, the **Double-Ended Volume Set**. The brand's award winning Volumizing Primer and Volumizing Mascara have merged into a convenient 2-in-1 duo to help prep and enhance natural volume, creating beautifully intense and richly pigmented lashes. This Ophthalmologist and Dermatologist reviewed double-duty product provides color-intense conditioning that allow for buildable application, offering noticeably dramatic length and volume to natural eyelashes.

Noteworthy highlights of the *Volumizing Primer* include an Indigo Blue mineral tint to brighten eyes and intensify the depth of the mascara topcoat, as well as selective ingredients that promote stronger, healthier lashes. It features Peptides & Panthenol to fortify and condition lashes, Polymers & Natural Plant Extracts for added moisture and shine, along with a new molded silicone brush to evenly distribute the product onto the lashes.

The *Volumizing Mascara* was formulated with Biotin & Soft Flex Polymers, delivering lash conditioning and strengthening properties for effortless length and amplification. The water-resistant formula offers long lasting results, while the new volume building hourglass brush responds to the natural curvature of the lash line. This Volumizing Mascara adds bold color and unmatched definition.

“Our physician driven collection is always evolving and constantly offering solutions to enhance the beauty of lashes and brows,” says Dr. Michael Brinkenhoff, CEO and founder of RevitaLash Cosmetics. “We are thrilled to be able to provide our customers with a 2-in-1 product conveniently designed to prep and promote the look of long, gorgeous lashes.”

The RevitaLash Cosmetics Double-Ended Volume Set costs \$34.50 and will be available on RevitaLash.com and in salons, spas and medi-spas across 62 countries beginning July 20th.

About RevitaLash Cosmetics

RevitaLash Cosmetics is a worldwide leader in developing advanced lash, brow and hair beautification products. Established in 2006, the collection includes award-winning RevitaLash® Advanced Eyelash Conditioner and RevitaBrow® Advanced Eyebrow Conditioner, and is available in over 10,000 physician's offices, spas, salons, and specialty retailers worldwide. A supporter of non-profit breast cancer initiatives, RevitaLash Cosmetics donates a portion of proceeds to research and education initiatives, giving back to the breast cancer community year-round, not just in October. For information, visit www.revitalash.com. [RevitaLash Advanced is not available in California.]

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