



REVITALASH® COSMETICS

RevitaLash® Cosmetics Launches New Micellar Water Lash Wash Formula

Ventura, CA, March 2022 — RevitaLash® Cosmetics, leaders and innovators in the lash and brow category, amplify their award-winning line of conditioning and enhancing cosmetics with a new and improved reformulation of their RevitaLash Cosmetics Micellar Water Lash Wash, a conditioning eye makeup remover for lashes, brows, and lids.

RevitaLash Cosmetics **Micellar Water Lash Wash** is a gentle, yet effective micellar water formula that draws out impurities to remove makeup, dirt, and oil without drying the skin. Lashes, brows, and lids are left cleansed, soothed, and hydrated for healthy, luxurious, lush lashes and brows.

Formulated with a unique Micelle Technology that attract and draw out impurities without any film or residue. Panthenol, a natural humectant that hydrates and helps fortify lashes and brows to renew and defend against breakage and brittleness, and Aloe & Chamomile, anti-aging botanicals that deliver soothing moisture while calming the skin to prepare lashes and brows for RevitaLash® Advanced and RevitaBrow® Advanced.

“We are excited to offer our consumers an enhanced version of the award-winning Micellar Water Lash Wash,” said Lori Jacobus, President & Global CMO of RevitaLash® Cosmetics. “As a company dedicated to enhancing lash health, we know how important it is to gently remove makeup, dirt and oil without drying the skin. This reformulated wash is safe for sensitive eyes and preps the lashes and brows for RevitaLash Advanced and RevitaBrow Advanced.”

RevitaLash® Cosmetics Micellar Water Lash Wash retails for \$32.00 and is available now at select salons and spas and on RevitaLash.com.

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 physician’s offices, spas, salons, and specialty retailers across 70+ countries. 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 and RevitaLash® Advanced Pro are not available in California]