



see longer lashes with each coat[1]

Just one coat boosts your visible lash length by 43%*
Make an impression with three coats of this buildable formula for 75% longer-looking lashes![1]

up to 12 hours of effortless wear[2]

Even, clump-free precision coats even the tiniest lashes as it separates, lengthens, while feeling light-weight and natural.

conditioning formula

Great Heights™ Mascara includes panthenol (Vitamin B5) and antioxidant Vitamin E. Lashes not only look noticeably longer, they also feel soft and healthy.

*Based on an independent third-party clinical study in which 27 women applied one coat of mascara
**Based on an independent third-party consumer study in which 152 women used Great Heights™ Mascara as directed for seven days.
[1] Based on an independent third-party clinical study in which 27 women applied three coats of mascara
[2]Based on an independent third-party clinical study in which 27 women wore the mascara for 12 hours

Women are raving about Great Heights™ Mascara!

*In an independent consumer study**, women agreed:*

- 2 out of 3 would recommend it to a friend
- 93% agreed that the formula does not smudge or flake during application
- 93% agreed that lashes are separated
- 91% agreed that lashes feel natural
- 85% agreed that lashes immediately looked longer.





now available in waterproof!







Ask to try our other mascaras at your next beauty appointment!

Pretty Graphics

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