

Get 43% longer lashes in one waterproof coat!¹



- Immediately boosts the visible length of lashes
- Workout-tested: lasts through an intense cardio workout
- Wears up to 12 hours without smudging or flaking⁴
- Humidity resistant
- Lightweight formula includes panthenol (vitamin B5) for conditioning benefits

“It has very good durability against sweat. It lengthens the eyelashes very well.”

Mariana Z., Benito Juárez, Ciudad de México

UNIQUE SELLING PROPOSITION:

Get 43% longer lashes in one waterproof coat!¹

Your go-to waterproof mascara to immediately boost the visible length of lashes! Mary Kay® Great Heights™ Waterproof Mascara has women raving about the results. In fact, the majority of women would recommend it to a friend.³ See significantly longer-looking lashes with just one coat. Boost your visible lash length by 43%.¹ Take it to even greater heights with three coats of this buildable formula for 75% longer-looking lashes!¹

You'll love how the mascara help lashes reach their maximum length. Plus, it also lets you splash, sweat and live life without worry. This humidity-resistant, long-wearing formula was put to the test during an intense, 30-minute cardio session² to show even post-workout, your lashes will look just as long with no signs of smudging.

Enjoy up to 12 hours of wear without flaking and no loss of length.⁴ Yet the formula feels lightweight. The easy-to-use precision brush provides even coverage as it coats even the tiniest lashes while separating and lengthening with no clumps. Your lashes will last all day without feeling weighed down. And when you're ready to take it off? Try the gentle yet effective Mary Kay® Oil-Free Eye Makeup Remover that saves eyes from harsh tugging or pulling.

In an independent consumer study, at least 3 out of 4 women agreed:

- The formula does not flake during application³
- Lashes are separated³
- Lashes feel natural³
- Creates noticeably longer lashes³

How It Works

The patent-pending formula contains multi-length cellulose fibers paired with a special flexible, long-lasting polymer that wraps and adheres the fibers to each lash, elongating lashes to new heights. Plus, to care for lashes, Mary Kay® Great Heights™ Waterproof Mascara includes panthenol (vitamin B5), a natural emollient and humectant for conditioning benefits, and antioxidant vitamin E. So not only do lashes look noticeably longer, but they also feel healthy.

Formula Attributes:

- Dermatologist tested
- Ophthalmologist tested
- Tested for skin irritancy and allergy
- Suitable for sensitive eyes and contact lens wearers

Use Up Rate:

Time will vary depending on individual usage.

¹Based on an independent third-party clinical study in which 25 women applied from one to three coats of mascara.

²Based on an independent third-party clinical study in which 25 women participated in a 30-minute cardio session while wearing the mascara.

³Based on an independent third-party consumer study in which 176 women used Mary Kay® Great Heights™ Waterproof Mascara as directed for 7 days.

⁴Based on an independent third-party clinical study in which 25 women wore the mascara for 12 hours.