

Fanned-out flutter. Clump-free definition. Eye-opening lift.



- Fans out lashes from corner to corner.
- Defines and separates to help every lash stand out.
- Lifts lashes for an eye-opening effect.

Did you know Lash Love Fanorama™ Define+Lift Mascara can be layered with other Mary Kay® mascaras to create a variety of unique lash looks? Try it for yourself!

UNIQUE SELLING PROPOSITION:

Fanned-out flutter. Clump-free definition. Eye-opening lift.

Get ready for an ultra-fluttery pair of fully fanned-out, fabulously defined, flirtatiously lifted lashes. With Lash Love Fanorama™ Define+Lift Mascara, you'll get long-lasting corner-to-corner impact. Our exclusive Panthenol-Pro™ Complex and vitamin E help moisturize, strengthen and condition lashes, defending them against breakage and brittleness for a strong flutter unlike any other. The brush's three unique application zones and rows of supersoft silicone bristles help even your littlest lashes stand out for eye-catching attention.

Panoramic Performance

- **Lift:** Create an instant lash-lift effect starting with the hourglass-shaped bristles. They evenly coat every lash with the precise amount of pigment-rich formula. With a lightweight feel, lashes stay lifted for eye-opening impact.
- **Define:** Flip to the rounded bristles to comb the formula through and separate lashes. Lashes look beautifully defined and clump-free.
- **Fan Out:** Achieve your desired look with ease by finishing with the special fan tip. Grab ahold of pesky, hard-to-reach lashes, and fan them in the desired direction, perfectly placing individual lashes. With no flaking, smearing or smudging, lashes stay fanned out from corner to corner.

Eye-Catching Results

- Coats every lash – 92%¹
- Lashes stay fully fanned out – 92%¹
- Lashes stay defined and separated – 93%¹
- Creates an instant lash-lift effect – 84%¹

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 consumer study in which 167 women used the mascara for 10 days.