

# LASH QUEEN FEATHER COLLECTION

long lasting feather light volume



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## LASH QUEEN FEATHER COLLECTION ESSENTIALS

A NEW INSPIRATION: **FEATHERS**  
A NEW LASH QUEEN EFFECT, FEATHERWEIGHT VOLUME

- Feather-light long-wearing volume for lash-fluttering seduction.
- Anti-gravity formula for feather-weight volume.
- New "Feather-Shape" profiled brush for lash by lash separation without clumping.

NEW DESIGN SIGNED BY ARTISTS  
3 SHADES, 3 COLLECTOR MASCARAS ...

Tested under ophthalmological control.  
Suitable for sensitive eyes and contact lens wearers.

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## TECHNOLOGY

### LASH QUEEN FORMULA

Ultra-thickening waxes combined with a texturizing agent for maximum length and volume without stiffness or clumping.

A formula enriched with glycerine and jojoba oil for never-before-seen softness.

### A FEATHER-SHAPE BRUSH

FOR INSTANT HIGH PRECISION VOLUME

- 1 2 shaped flat zones for instant volume
- 2 2 comb areas to detangle and stretch-out lashes



1



2



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## PACKAGING & SHADES

FREE REIN TO CREATIVITY

*"I am fascinated by everything beautiful"*

Helena Rubinstein

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## AN UNPRECEDENTED COLLECTION

3 SHADES, 3 COLLECTOR MASCARAS ...



**01 BLACK: JET-BLACK**, deep intensity  
“I created a design in the form of a feather, the curved lines of which are suggestive of eyelashes” (Estelle Jaugeat)



**02 BROWN: BROWN-HUED BLACK**, ardent eyes  
“I wanted to crystallize the notion of delicateness through the fusion between a feather and an eyelash” (Emilie Mailliet)



**03 GREY: ASHEN GREY-BLACK**  
“This feather takes on a different dimension... the shapes coil around the tube for an impression of random and natural interlacing resembling wild grass...An allusion to the product’s perfectly separated eyelash results.” (Marianne Bricout)



## EXPERT APPLICATION\*

ADDICTIVE EYES...

... LASH-FLUTTERING EFFECT

### 1 - REVEAL & ILLUMINATE

COLLAGENIST EYE ZOOM with pro-Xfill + MAGIC CONCEALER



### 2 - ILLUMINATE AND STRUCTURE

WANTED EYES DUO



### 3 - UNDERLINE

SILKY EYES



### 4 - OPEN & BRIGTHEN THE EYES

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\*by Stéphanie Peirello, make-up artist for Helena Rubinstein

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## THE LASH QUEEN SAGA / COLLECTION

### LASH QUEEN

WATERPROOF



Fur effect volume  
Majestic lengthening in one  
stroke

### LASH QUEEN FELINE BLACKS

WATERPROOF



Intense volume and  
lengthening

### LASH QUEEN FEATHER COLLECTION



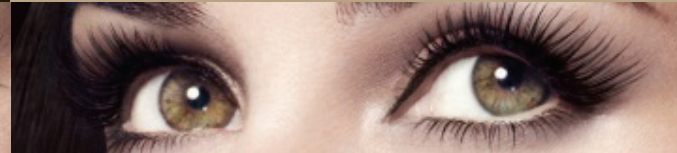
Feather light volume for  
perfectly separated lashes

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## WHAT IS YOUR LASH QUEEN STYLE ?

INTENSE FELINE VOLUME

FEATHER-LIGHT VOLUME



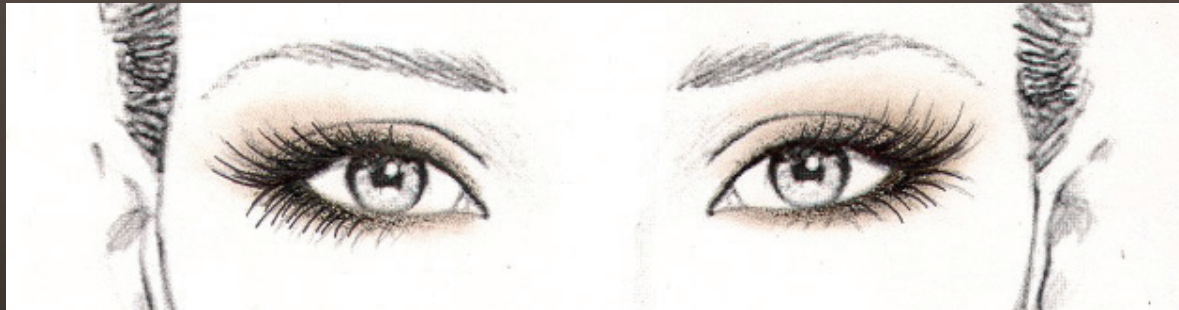
LASH QUEEN  
FELINE BLACKS

LASH QUEEN  
FEATHER COLLECTION

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## LASH QUEEN FELINE BLACKS... ...INTENSITY AND APPEAL OF FELINE EYES

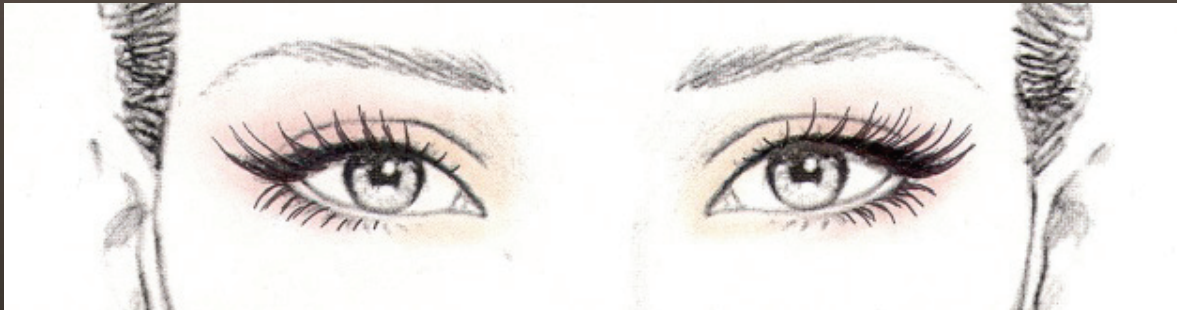


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INTENSE FELINE  
VOLUME

## LASH QUEEN FEATHER COLLECTION... ...LIGHTNESS AND APPEAL OF FLUTTERING LASHES

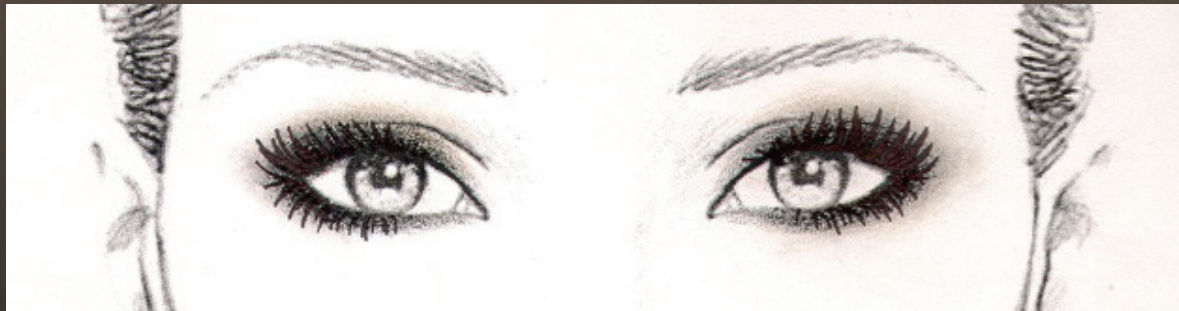


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FEATHER LIGHT  
VOLUME

LASH QUEEN...  
...VOLUME AND APPEAL OF SMOKY EYES



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FUR EFFECT VOLUME

## What would you like to bring to your eyes?

	lengthening "CANDID EYE" effect	seduction of "SMOKY EYES"	intense seduction of "FELINE EYES"	Feather-light effect	glamorous "DOE EYES" effect	Natural "NUDE" effect
SPIDER EYES BASE MASCARA	SPECTACULAR MASCARA	LASH QUEEN / WATERPROOF	LASH QUEEN FELINE BLACKS / WATERPROOF	LASH QUEEN FEATHER COLLECTION	GLORIOUS MASCARA	LONG LASH MASCARA
						
LASH MULTIPLICATION VOLUME & LENGTHENING	LENGTHENING LASH SEPARATION	VOLUME LENGTHENING	VOLUME LENGTHENING	VOLUME LENGTHENING	CURLING VOLUME	SPECIFIC FOR SHORT LASHES