



POWER BEAUTY  
SINCE 1902

# SPECTACULAR EYELINER

Vinyl finish & Extra-wear

## KEY POINTS TO KNOW & REMEMBER

### MAKE-UP RESULT

- **Intense color** result & **vinyl finish**
- **Waterproof** and **extra-long wear** properties

### APPLICATION

- **Precise** and **easy** to use
- Soft pen tip applicator

## CUSTOMER'S KEY WORDS

« I want a very precise and stylised eye liner, with a deep and strong make up result, to perfectly design the root of my lashes »

« I want my eyeliner to resist to hot weather, but also to my tears »

## APPLICATION AND REMOVAL

This formula is amazingly **easy to apply**, because it gives immediately an **intense line**, but also **dries fast**. Start with a very thin line, and then modulate the thickness by using just the tip or length of the soft pen applicator.

The **make up removal** is also incredible, as you just need **warm water** to remove it.

## TECHNOLOGY

Vinyl finish & extra-wear formula

### ① INTENSE VINYL EFFECT

Polymer and pigments ⇒ Flexible film with shiny finish

### ② LONG-HOLD

Extra-wear polymer ⇒ Waterproof & long-wear (more than 6 H)

### ③ THE IDEAL APPLICATOR

- Precise applicator
  - Soft pen tip
- ⇒ { Easy to apply  
Precise & ajustable (thin to large draw)  
Mistake-proof eyeliner

*Shake well before use*  
*Dermatologically and ophtalmologically approved*

## REPLACES FELINE BLACKS LINER



HOOK

**“Would you like TO EASILY DESIGN YOUR EYES WITH A SPECTACULAR STRONG AND VINYL EFFECT?”**

*(While presenting the product to the customer)*

« Allow me to present you SPECTACULAR EYELINER. A liner that provides an intense color result with a subtle vinyl finish and extra-wear properties. Thanks to its precise soft pen applicator, application is very easy and you can choose to do a thin or large draw. The formula is water resistant and smudge-proof (oil resistant). At the same time, it is long wear for more of 6 hours hold. This eyeliner is mistake-proof even for beginners ».

“Because skincare brings 50% of the make-up result, prepare the skin for an instant rejuvenating effect, with PRODIGY EYES .”

Then for an immediate and durable rested eye zone, apply PRODIGY EYE URGENCY THE TREATMENT CONCEALER. In case of very strong dark circles, conceal the shadows with MAGIC CONCEALER. Apply SPECTACULAR EYEBROW POWDER-GEL. Make up the eyes with WANTED EYES palette or duo, LASH QUEEN CELEBRATION mascara.

Apply SPECTACULAR EYELINER on the root of the lashes, first with a very thin line, on closed eyes. Then open the eyes and looking straight into the mirror, correct the line while eyes are open. Make the out corner thicker and longer if necessary. Then apply mascara

YES  
Follow the procedure presented in the FOCUS brochure

NO  
Offer an appointment according to the customer's availability

Suggest that the customer joins the HR address book

**1** Welcome

**2** Presenting The product



**4** Skincare Advice



**5** Make-up Advice



**6** Finalise