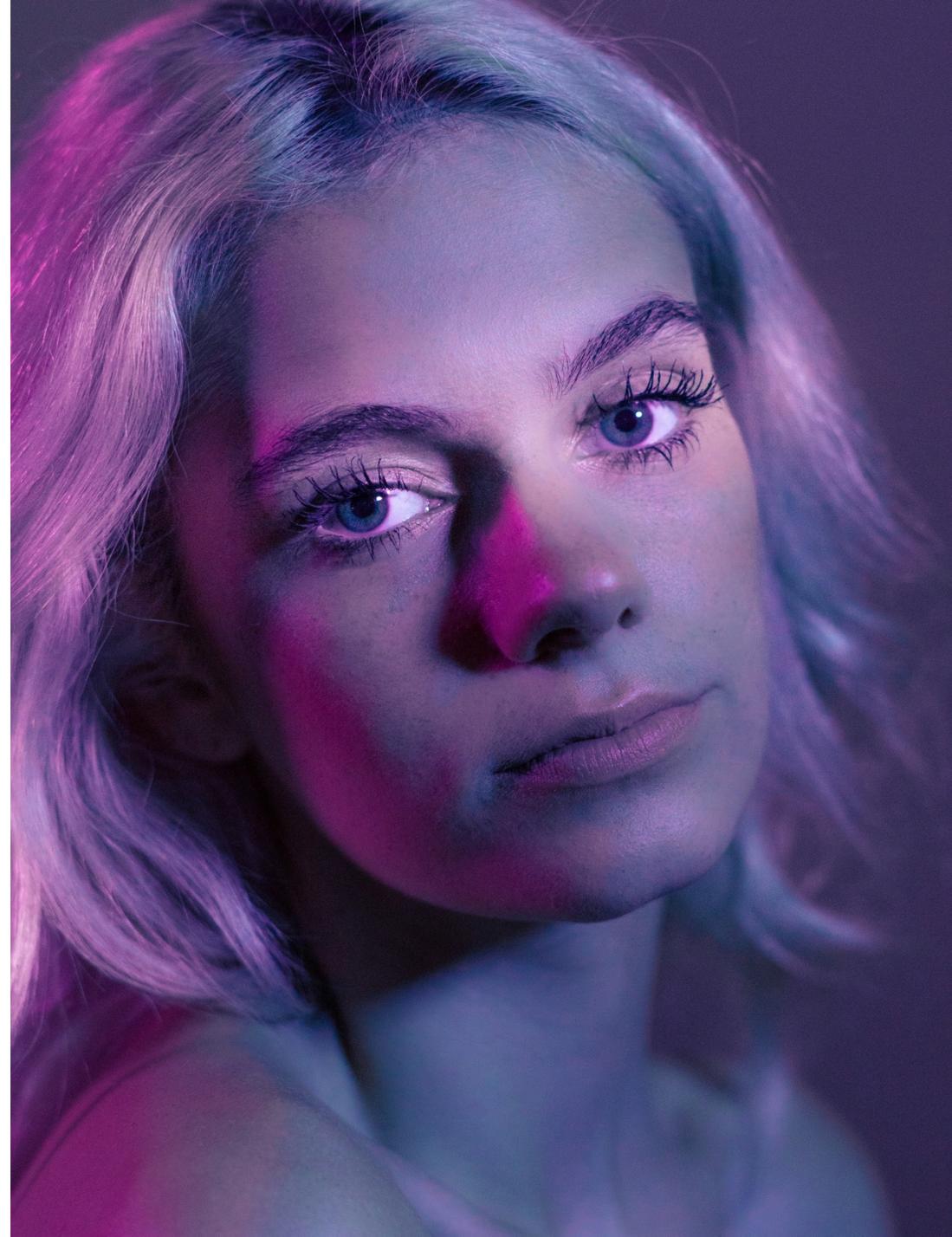


# ***RapidGlam***<sup>™</sup>

LASH ENHANCING MASC SERUM



*International  
Research  
Laboratories*



# INTRODUCING RAPIDGLAM™

THE WORLD'S FIRST MASC SERUM

Glam it up with RapidGlam™, the world's first lash enhancing mascserum; a perfectly balanced blend of the proven RapidLash® Eyelash Enhancing Serum and smooth, fiber-infused primer and mascara. RapidGlam™ amplifies your lashes instantly and coats them in hair-loving ingredients that condition, fortify, curl, and enhance for a stronger, fuller and longer appearance in as little as 6 weeks. Creamy, clump-free blackest black pigment goes on smoothly with a unique brush that separates and defines individual lashes, drenching them in intense black color. Fiber primes and builds volume, taking them from elegant to electric in fewer coats. RapidGlam™ is not just the best of both worlds, it **IS** both worlds combined into one. Turn up that voluminous lash look.



THE WORLD'S FIRST  
**MASC SERUM**

SERUM + MASCARA + PRIMER



**MASCARA + PRIMER**

- Fiber-infused primer + mascara
- Blackest black pigment
- Thick, creamy, no clump application
- Buildable for voluminous look
- Incredible staying power
- Improves appearance of lower lashes

**PROVEN SERUM**

- RapidLash® enhancing serum
- Long-term enhancing benefits
- Lash-loving ingredients
- Helps curl lashes
- All-day conditioning
- Promotes longer-looking lashes



# INTRODUCING RAPIDGLAM™

## INGREDIENTS

### **BLEND OF PEPTIDES**

*comprised of beneficial amino acids, helps protect against breakage and support flawless appearance of lashes*

### **PANTHENOL**

*(Vitamin B5) helps coat the lashes and seal in moisture and nourishment for improved overall appearance*

### **BIOTIN**

*(Pro-vitamin B7 / Vitamin H / Coenzyme R), an essential factor in maintaining healthier-looking, youthful lashes*

### **PUMPKIN SEED EXTRACT**

*high in zinc, EFAs, amino acids, vitamins and phytosterols, helps balance and enhance luscious appearance of lashes*

### **KAOLIN (CLAY)**

*helps give the appearance of volume and enhance thicker-look of lashes*

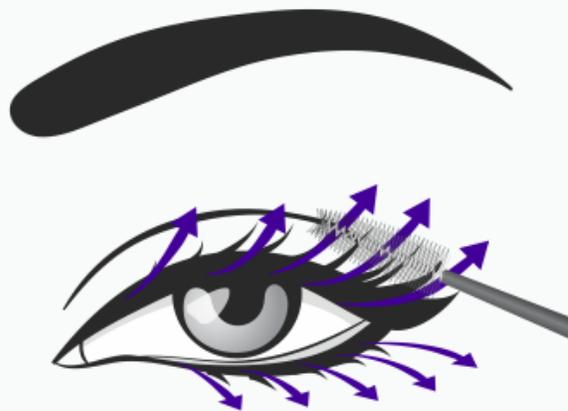
### **FIBER (CELLULOSE)**

*adheres to lashes beautifully and builds to create longer-looking lashes*



# INTRODUCING RAPIDGLAM™

## USAGE INSTRUCTIONS



Load formula onto brush by pumping a few times. Start from the base of the lashes and glide brush smoothly towards the tips of the lashes. Apply as many coats as needed to reach the desired appearance of length, volume, and definition.



# INTRODUCING RAPIDGLAM™

## BRAND IMAGE

### INCORPORATED HANGTAG

Euro hangtag allows for versatile merchandising.



### EYE-CATCHING DESIGN

Unique and distinctive to Rapid-line, that demands attention.

### SLANTED TOP BOX

Creates a multi-dimensional presence and draws attention to brand.

### CONSUMER STUDY

A consumer study of 53 subjects is featured on the front of the box.

**Suggested Retail Price: \$34.95**

# INTRODUCING RAPIDGLAM™

CONSUMER TESTED & APPROVED\*

## APPLICATION

98% experienced easy application

92% experienced easy build up at first coat

91% experienced easy application of multiple coats

## PRIMER & MASCARA

92% experienced amplified appearance of lash volume

91% experienced enhanced appearance of lash length

91% experienced enhanced appearance of lash definition

92% experienced enhanced overall appearance of lashes

## LASH SERUM RESULTS

87% experienced enhanced overall appearance and condition of lashes

91% experienced enhanced overall appearance of fuller looking lashes

87% experienced enhanced appearance of lash thickness

\*Consumer Study of 53 subjects over 6 weeks



# INTRODUCING RAPIDGLAM™

GLAMOROUS RESULTS



# RAPIDGLAM™

## F A Q s

### **Q: Where does RapidGlam™ sit in the new line? How is it used in conjunction with RapidLash® and/or RapidShield®?**

**A:** RapidGlam™ can be used in conjunction with RapidLash® in the evening and RapidShield® in the morning. RapidLash® will enhance the lashes with nourishing and conditioning benefits at night, and RapidShield® will help protect and condition lashes during the day. The addition of RapidGlam™ does not do away with the need for the other two, it simply adds another choice for the consumer to best benefit their needs and preferences.

### **Q: If you are using RapidGlam™, does that mean that you don't need the RapidShield® at the same time?**

**A:** RapidShield® can be used underneath mascara to help protect and condition lashes during the day.

### **Q: Does the formulation for RapidGlam™ contain the actual RapidLash® formula?**

**A:** The formula contains a unique Hexatein® 7 Complex that features most of the key ingredients in the Hexatein® 1 Complex and RapidLash® formula, plus the fiber ingredient for that instant-gratification voluminous appearance.

**Hexatein® 7 Complex** contains:

**BLEND OF PEPTIDES**, comprised of beneficial amino acids, help protect against breakage and support flawless appearance of lashes

**PANTHENOL (Vitamin B5)** helps coat the lashes and seal in moisture and nourishment for improved overall appearance

**BIOTIN (Pro-vitamin B7 / Vitamin H / Coenzyme R)**, an essential factor in maintaining healthier-looking, youthful lashes

**PUMPKIN SEED EXTRACT**, high in zinc, EFAs, amino acids, vitamins and phytosterols, helps balance and enhance luscious appearance of lashes

**KAOLIN (CLAY)** adds the appearance of volume and enhances thicker-look of lashes

**FIBER** adheres to lashes beautifully and builds to create longer and thicker looking lashes

# RAPIDGLAM™

## F A Q s

### **Q: I dislike fiber mascaras. What makes this one different?**

A: We've utilized fine cellulose fibers in RapidGlam™ that blend beautifully into the formula and adhere smoothly and seamlessly onto the lashes building instant volume. They stay on all day without flaking, poking or irritating.

### **Q: Can consumers under the age of 18 use the product?**

A: We don't recommend it as we have not tested the product on users under the age of 18.

### **Q: How long will one container of RapidGlam™ last?**

A: The mascara yields a 2-3 month supply (yield may vary depending on usage).

### **Q: Can I use RapidGlam™ while I have eyelash extensions?**

A: We recommend stopping the use of RapidGlam™ on the day your eyelash extensions are applied. Use RapidGlam™ to provide definition and volume after the eyelash extensions fall out or are removed.

### **Q: Formula feels a bit wet and takes a little while to dry. Should it dry faster upon application?**

A: The upside of the wetter/less dry formula is that it allows for application of as many coats of mascara and building as much volume as the user may like. If the mascara dries quickly upon application it won't allow for that but starts clumping instead. This formula allows for smooth application and keeps lashes nicely defined and separated.

### **Q: Is RapidGlam™ waterproof?**

A: The mascara is not waterproof. However, the formula has incredible staying power and should last all day under normal use.

### **Q: Is RapidGlam™ tested on animals?**

A: RapidGlam™ is not tested on animals.

# RAPIDGLAM™

## F A Q s

**Q: Can I use RapidGlam™ if I am pregnant or breast-feeding?**

**A:** We recommend that you discuss use of this product with your doctor if you are pregnant or breast-feeding.

**Q: Can I use RapidGlam™ if I wear contact lenses?**

**A:** Yes. RapidBrow® is ophthalmologist-tested and found to be safe and non-irritating, making it ideal for contact lens wearers as well.



# THANK YOU

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***RapidGlam***<sup>™</sup>  
LASH ENHANCING MASC SERUM

WE KNOW **LASHES**

LEARN MORE AT  
***Glam***.RapidLash.com

