

RapidLash[®]

EYELASH ENHANCING SERUM



*International
Research
Laboratories*



INTERNATIONAL RESEARCH LABORATORIES



EXPERIENCED

Through their years of experience, International Research Laboratories created a powerful eyelash enhancing serum, unmatched by any competitor. When it was officially released in 2008, it garnered excitement and attention from retailers across the globe.



AWARD-WINNING

RapidLash® has been recognized by satisfied consumers and industry professionals everywhere and has gone on to win nominations and many reputable beauty awards around the world.



FORWARD-THINKING

International Research Laboratories, are seasoned pioneers in the beauty industry with decades of experience in developing forward-thinking, highly advanced products that provide remarkable, targeted results, with incredible ease.

INTRODUCING RAPIDLASH® // WHAT IS IT?

RapidLash® Eyelash Enhancing Serum is an innovative high-performance serum that helps boost the appearance of lashes in as little as 1-2 months. The overall appearance of lashes will be visibly improved.



**8 WEEK PROMISE
FULLER-LOOKING LASHES**



*Consumer study of 102 subjects over 56 days

INTRODUCING RAPIDLASH® // WHO IS IT FOR?



WOMEN & MEN

RapidLash® is recommended for women and men looking to enhance the appearance of their eyelashes.



CONTACT SAFE

RapidLash® is ophthalmologist-tested and found to be safe and non-irritating, making it suitable for contact lens wearers.



EXTENSION SAFE

RapidLash® can be used with eyelash extensions to help condition the natural lashes.

INTRODUCING RAPIDLASH® // WHAT'S IN IT?

RapidLash® is formulated with **Hexatein® 1 Complex**, a unique blend of lash enhancing, conditioning, and fortifying ingredients, specifically designed to target eyelashes from every angle. This blend, exclusive to **RapidLash®**, helps promote the appearance of fuller, thicker, stronger and longer looking lashes.



POLYPEPTIDES

Comprised of beneficial amino acids, help protect against breakage and support flawless appearance of lashes



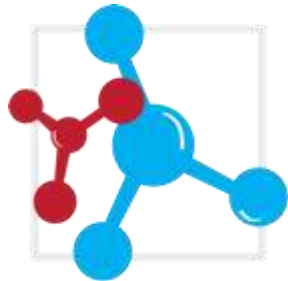
BIOTIN

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



PANTHENOL

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



AMINO ACIDS

Help to replenish the building blocks of lash hair by boosting the protein content and resulting in healthier-looking appearance of lashes



SOYBEAN OIL

Rich in vitamins, helps impart sheen and luster to lashes making them appear lush and beautiful



PUMPKIN SEED EXTRACT

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

INTRODUCING RAPIDLASH® // HOW IS IT USED?

Use once a day in the evening. Apply **RapidLash®** to the base of the upper lash line, not on eyelid. Repeat on the other eye. The eye should be completely clean of any makeup or eye creams. Allow serum to dry before applying other face products.



INTRODUCING RAPIDLASH® // 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.

SOPHISTICATED DESIGN

Upscale, sophisticated design elevates the RapidLash® brand image.



OVER **6 MILLION**
UNITS SOLD WORLDWIDE

Suggested Retail Price: \$49.95 / €50.00 / £39.99

RAPIDLASH® // EFFICACY STUDY RESULTS

CONSUMER TESTED & APPROVED*

88% Experienced IMPROVEMENT IN
THE APPEARANCE OF LASHES

86% Experienced FULLER LOOKING
LASHES

86% Experienced THICKER, STRONGER
and LONGER LOOKING LASHES

PROVEN

RESULTS in just 8 WEEKS

*Consumer study of 102 subjects over 56 days



RAPIDLASH® // CONSUMER TESTED AND APPROVED



BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER

RAPIDLASH® // IN THE MEDIA



RAPIDLASH® // AWARD WINNING



RAPIDLASH® // RETAIL ENVIRONMENT

The logo for Ulta Beauty, featuring the word "ULTA" in a large, black, serif font with "BEAUTY" in a smaller, black, sans-serif font underneath it.The logo for Douglas, featuring the word "Douglas" in a light blue, cursive script font.The logo for Boots, featuring the word "Boots" in a white, cursive script font inside a dark blue oval.The logo for Costco Wholesale, featuring the word "COSTCO" in a bold, red, sans-serif font with "WHOLESALE" in a smaller, blue, sans-serif font underneath it.The logo for CVS, featuring a red heart icon followed by the word "CVS" in a bold, red, sans-serif font.The logo for Meijer, featuring the word "meijer" in a red, sans-serif font with a blue dot over the 'i'.The logo for Drugstore.com, featuring the word "drugstore" in a blue, sans-serif font with ".com" in a smaller, blue, sans-serif font to the right, and the tagline "the uncommon drugstore" in a smaller, blue, sans-serif font below it.The logo for Fred Meyer, featuring the words "Fred Meyer" in a red, sans-serif font.The logo for Harmon Discount Health & Beauty, featuring the word "HARMON" in a bold, red, sans-serif font with "DISCOUNT HEALTH & BEAUTY" in a smaller, red, sans-serif font underneath it.The logo for Jumei.com, featuring the word "JUMEI.COM" in a pink, sans-serif font.The logo for Kohl's, featuring the word "KOHL'S" in a bold, black, sans-serif font with the tagline "expect great things" in a smaller, black, sans-serif font below it.The logo for Shins Hair Beauty Wellbeing, featuring the word "SHINS" in a large, orange, sans-serif font with "HAIR BEAUTY WELLBEING" in a smaller, orange, sans-serif font underneath it.The logo for Bed Bath & Beyond, featuring the words "BED BATH & BEYOND" in a blue, sans-serif font.The logo for Walmart, featuring the word "Walmart" in a blue, sans-serif font with a yellow six-pointed star icon to the right.The logo for Watsons, featuring the word "watsons" in a white, sans-serif font inside a teal rounded rectangle with a red horizontal line at the bottom.The logo for Dermstore, featuring a stylized icon of three interlocking loops to the left of the word "DERMSTORE" in a black, sans-serif font.The logo for DuaneReade, featuring the word "DUANEREADE" in a black, sans-serif font.The logo for Walgreens, featuring the word "Walgreens" in a red, cursive script font.The logo for Gordons Direct, featuring the word "GORDONS" in a white, sans-serif font inside a dark blue rectangle with the word "DIRECT" in a smaller, white, sans-serif font below it.The logo for SorbET, featuring the word "SorbET" in a black, sans-serif font with three small, colorful circles (red, green, and blue) above the 'E'.The logo for Superdrug, featuring the word "Superdrug" in a white, sans-serif font inside a black rounded rectangle with a white star icon to the right.The logo for Target.com, featuring the word "Target.com" in a black, sans-serif font.

RAPIDLASH® // FAQs

How is RapidLash® applied?

RapidLash® is applied to the base of the upper lash line, not on eyelid, and then repeated on the other eye. The eye should be completely clean of any makeup or eye creams. Allow serum to dry before applying other face products.

How frequently is RapidLash® applied?

RapidLash® is applied once a day in the evening.

How long does it take to see an improvement in the appearance of my lashes?

Consumers have seen results in as little as 4 weeks, but our efficacy tests have shown it takes 54 days of use of RapidLash® to achieve the best results in improvement of the appearance of eyebrows.

RAPIDLASH® // FAQs

Will applying RapidLash® more frequently deliver results faster?

*No. **RapidLash®** is designed to deliver fuller-looking and healthier-looking lashes with just once a day application and additional applications are neither necessary nor recommended.*

What if I forget to apply RapidLash® at night?

*If you forget and skip an application in the evening, apply **RapidLash®** as usual the following evening. However, a consistent routine is the key to faster, better results.*

How long will one container of RapidLash® last?

*If applied according to directions, one 3 ml container of **RapidLash®** should last approximately 2 months.*

RAPIDLASH® // FAQs

What happens if I stop using RapidLash®?

*Once you have achieved the desired appearance of lashes, it is recommended to continue to use **RapidLash®** to maintain the appearance. **RapidLash®** will continue to help nourish and enhance your lashes to help keep them looking healthy and beautiful.*

Is RapidLash® safe to use so close to the eyes?

*Yes. **RapidLash®** has been ophthalmologist-tested and found to be safe and non-irritating. However, as with any cosmetic product, some individuals may be allergic to one or more of the ingredients in the formulation. If you suspect an allergic reaction, discontinue use and seek medical advice immediately.*

RAPIDLASH® // FAQs

What should I do if I accidentally get RapidLash® in my eyes?

RapidLash® is intended for external use only and direct contact with the eye should be avoided. In the event of direct contact with the eye, rinse the eye with plenty of cool water. If irritation from direct contact occurs and persists, seek medical advice immediately.

Is it normal to experience some tingling on my lash line when I apply RapidLash®?

*Some consumers have reported experiencing a mild sensation upon **RapidLash®** application. It should improve within a few minutes and with continuous use you should no longer experience this mild tingling. If the tingling persists or the sensation is associated with redness and/or irritation, discontinue use and seek medical advice.*

Can I use RapidLash® if I wear contact lenses?

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

RAPIDLASH® // FAQs

Can eye makeup be applied on top of RapidLash®?

*Yes. After application of **RapidLash®**, wait for the product to dry completely before applying makeup to avoid a messy outcome and assure the best results.*

Can I use RapidLash® if I have my eyelashes tinted, eyeliner tattooed, or wear eyelash extensions?

RapidLash® has not been tested on tinted lashes, tattooed eyeliner, or eyelash extensions. However, many consumers have reported **RapidLash®** suitable to use even if you have your eyelashes tinted, eyeliner tattooed, or wear eyelash extension. It is a wonderful blend of nourishing ingredients that is suitable to use even if you have your eyelashes tinted, eyeliner tattooed, or wear eyelash extensions. If unsure, please check with your lash colorist, tattoo artist, or extension specialist for more informed advice.

RAPIDLASH® // FAQs

Can I use RapidLash® if I am pregnant or breast-feeding?

*We recommend that you discuss use of **RapidLash®** with your doctor if you are pregnant or breast-feeding.*

Can men use RapidLash®?

*Yes, **RapidLash®** formula is clear and transparent which makes it suitable for men to use as well if desired.*

Can RapidLash® be used on children under the age of 18?

*We do not recommend using **RapidLash®** on children under the age of 18 as we have not conducted testing for this age group.*

THANK YOU

RapidLash[®] EYELASH ENHANCING SERUM

The **Tried**. The **True**. The **Trusted**.
The **lash enhancing product** that **really works!**

Fabulous, luscious lashes are just a **few, quick brush strokes**
away!

