

# *Mascara*

## Best Performing Combinations

molded brush

# BEST PERFORMING COMBINATION

## VOLUME



### PACK CHARACTERISTICS:

BOTTLE	CAP	ROD	WIPER	BRUSH	FILLING VOLUME	CLICK CLOSE
370114	22405	9211503	330591	28595	12,5 ml	no

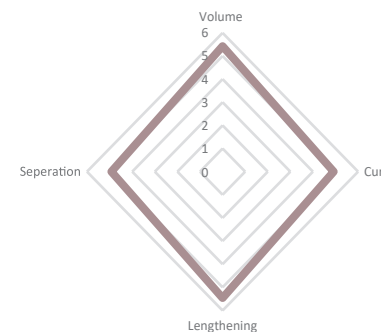
The bottle is molded with a color of GEKA's ready-to-go masterbatch library and is refined with in-house silk screen printing. It is paired with a cap molded in marble effect. Each cap design is unique.

### BRUSH CHARACTERISTICS:

#### 28595 boombasticBRUSH

It's a gigantic molded brush with a mind of its own in three different ways: It stores plenty of mascara in its three giant reservoirs. It curls gently and generously around every single lash. It adds the most precise accents. The secret of this triple genius is a spherical brush head and a triangular geometry with milled grooves to create an unusually large mascara formulation store. The brush applies massive volume, carefully measured, though its conical, super soft bristles.

**VCLS: 5,5 / 5 / 5,5 / 5**



### BULK CHARACTERISTICS:

#### #21704

The formula defines lashes one by one, making them ticker. It completely delivers an eye lash look that is defined, tick and...so chic! Its full-bodied texture is easy to model, while its formula, thanks to the natural and synthetic waxes, confers a high structure and assures a plasticize performance. Water-based and clean texture, not tested on animals. Free of parabens and TEA.

# BEST PERFORMING COMBINATION

## VOLUME



### PACK CHARACTERISTICS:

BOTTLE	CAP	ROD	WIPER	BRUSH	FILLING VOLUME	CLICK CLOSE
370114	22405	9211531	330591	28413	12,5 ml	no

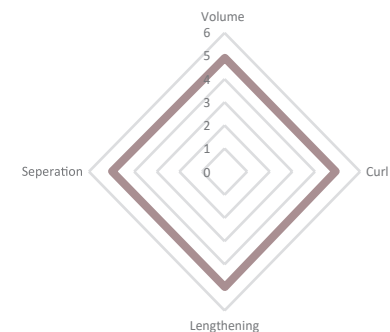
The bottle is molded with a color of GEKA's ready-to-go masterbatch library and is refined with in-house silk screen printing. It is paired with a cap molded in marble effect. Each cap design is unique.

### BRUSH CHARACTERISTICS:

#### 28413 Push-up BRUSH

A molded brush in specific design for major volume and lash lengthening. Horizontal and vertical bristle configuration of the brush allows for smooth and precise application. The bristles at the tip of the brush give an extra „push“ – can be used to lift and shape even the smallest lashes. Even the lashes on the lower lid and in the corner of the eye can be enhanced beautifully. The configuration of the brush allows fantastic pay-off. The brush is protected by a design patent.

**VCLS: 5 / 5 / 5 / 5**



### BULK CHARACTERISTICS:

#### #29858

A “3” steps formulation: 1 coat, for a defined volume, 2 coats to add volume and curl, 3 coats for an extreme thickness! Water-based and clean formula. Free of TEA, Paraffinum Liquidum, Alcohol, Parfume, D5 and parabens.

# BEST PERFORMING COMBINATION

## VOLUME & DEFINITION



### PACK CHARACTERISTICS:

BOTTLE	CAP	ROD	WIPER	BRUSH	FILLING VOLUME	CLICK CLOSE
370217	21228	9218404	3294210	28964	8 ml	yes
+ 21227						

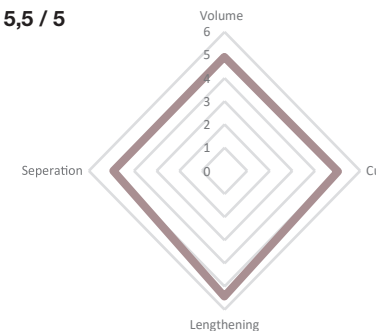
Ready-to-go packaging with metal shell for high-quality appearance. Refined with Click-Close: Reliable closing mechanism for accurate, secure and airtight sealing of the packaging. Decorated with in-house silk screen printing.

### BRUSH CHARACTERISTICS:

#### 28964 softSECRET

A bi-injected brush produced with GEKA's SANDWICH technology designed for a great volume effect and perfectly defined lashes. Thanks to the harder, colorful brush core, the lashes are precisely lifted and perfectly separated, while the transparent, extremely soft bristles reach the finest lashes. Two application zones for unbelievably defined volume: One brush side is shaped like a football which acts as an application and combing zone. The slight hour glass shaped side of the brush works like a bulk reservoir to apply more formula on the lashes for an extra volume effect. The design of the tip ensures no smudging and the bristles at the tip create an extra push up effect, intensifying even the tiniest lashes. Special zig zag shaped bristles with bulk reservoir enable an easy application and a great push up effect.

**VCLS: 5 / 5 / 5,5 / 5**



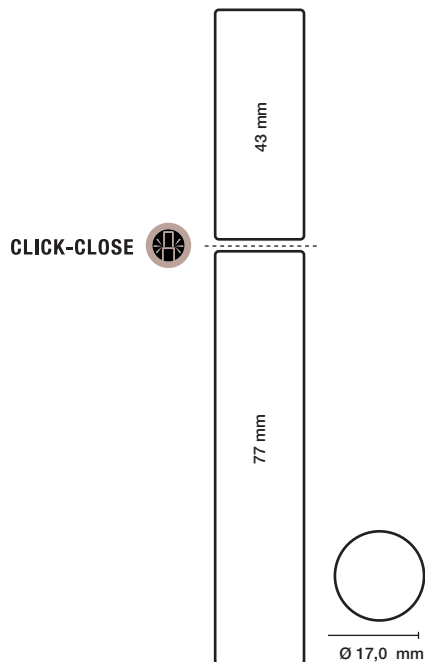
### BULK CHARACTERISTICS:

#### #18459

This rich formulation made with soft and delicate ester derived from olives, ensures a great effect leaving lashes fully covered from root to tip, immersed in mascara. Lashes are coated for an intensely profound! Water-based, clean and vegan formula. Not tested on animals. Free of parabens.

# BEST PERFORMING COMBINATION

## VOLUME & DEFINITION

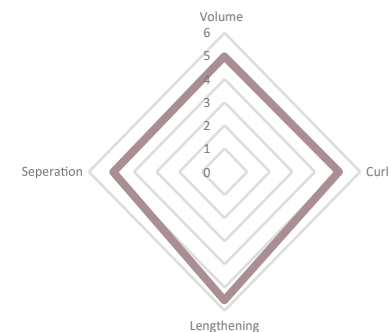


### BRUSH CHARACTERISTICS:

28302 softSTAR

A one-component molded brush that is designed to give the lashes an exceptional volume enhancing effect with perfect separation. Brush shape gives volume to the lashes. The short bristles deliver the bulk while the longer bristles comb and distribute it evenly on the lashes. Because of the short bristles and the brush shape, the brush also works magic on tiny lashes.

VCLS: 5 / 5 / 5,5 / 5



### PACK CHARACTERISTICS:

BOTTLE	CAP	ROD	WIPER	BRUSH	FILLING VOLUME	CLICK CLOSE
37187	22349	827404	329428	28302	7 ml	yes

Ready-to-go packaging made of PCR materials. Special feature: GEKA's Click-Close: Reliable closing mechanism for accurate, secure and airtight sealing of the packaging. Decorated with one of GEKA's ready-to-go masterbatch colors and refined with in-house silk screen printing.

### BULK CHARACTERISTICS:

#32816

The formula perfectly balances the augmented richness and hardness of a curling formula with the exaggerated liquescent and watery consistency of a defining formula. The addition of Bamboo Charcoal Powder guarantees a peerless ultra-black colour on the lashes. Water-proof, clean and vegan formula. Not tested on animals. Free of Parabens, TEA, PEG, Phenoxvet-hanol.

# BEST PERFORMING COMBINATION

## VOLUME & LENGTHENING



### PACK CHARACTERISTICS:

BOTTLE	CAP	ROD	WIPER	BRUSH	FILLING VOLUME	CLICK CLOSE
37186	22349	827404	329428	28123	8 ml	yes

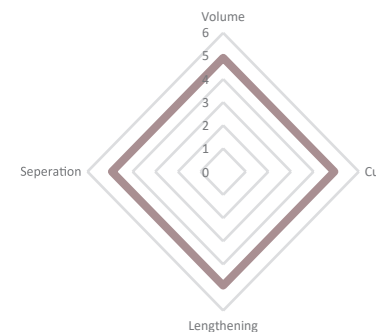
Ready-to-go packaging with Click-Close: Reliable closing mechanism for accurate, secure and airtight sealing of the packaging. Decorated with one of GEKA's ready-to-go masterbatch colors and refined with in-house silk screen printing.

### BRUSH CHARACTERISTICS:

28123 magicDEFINER

This brush creates a perfect look dramatically long, extremely defined and separated lashes. Designed to grip the lashes at the root what makes sure that every single lash is covered with bulk. Separates each lash for a full, fan like effect. Fast application due to the bristles shape and its easy penetration. Easy application due to the conical shape of the brush. Made of an extra soft material so that the brush is super gentle to the sensitive eye area.

VCLS: 5 / 5 / 5 / 5



### BULK CHARACTERISTICS:

#31857

This texture combines volume with panoramic effects. It is enriched with an exclusive combination of natural waxes that extends and curls the lashes. Is also contains Hydrogenated olive stearyl esters, an emollient wax from olive that offers nice texture, consistency and nourishing properties and Panthenol that gives regenerative and soothing properties to the formula. A water-based, long-lasting texture, that makes lashes appear longer and fuller. Vegan and clean formula. Not tested on animals. Free of parabens and TEA.

# BEST PERFORMING COMBINATION

## VOLUME & LENGTHENING



### PACK CHARACTERISTICS:

BOTTLE	CAP	ROD	WIPER	BRUSH	FILLING VOLUME	CLICK CLOSE
37186	22349	827411	329521	281022	8 ml	yes

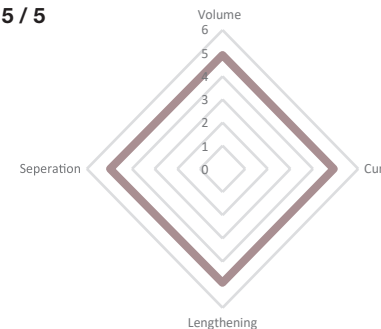
Ready-to-go packaging with Click-Close: Reliable closing mechanism for accurate, secure and airtight sealing of the packaging. Decorated with one of GEKA's ready-to-go masterbatch colors and refined with in-house silk screen printing.

### BRUSH CHARACTERISTICS:

281022 burlesqueBEAUTY

Molded brush with anti smudging tip design provides ingenious super volume and immediate lash curling. Achieved due to two different application zones: The slight woman shape of the brush works as bulk reservoir to apply more formula onto the lashes for extra volume as well as great curling booster as the lashes are precisely placed in the curved brush part and thus get major lift and curl just by one single stroke. The cylindrical shaped brush part allows for great lash combing and defining results. Bristles on the top guarantee smudging free application, easily reworking of the upper and bottom lashes and allow extra push up effect to intensifying even the most delicate lashes. Conceptualized for super volume as every fourth bristle row is missing. Thus the bulk can deposit inside these gaps and much more formulation is transported onto lashes to thicken them evenly.

**VCLS: 5 / 5 / 5 / 5**



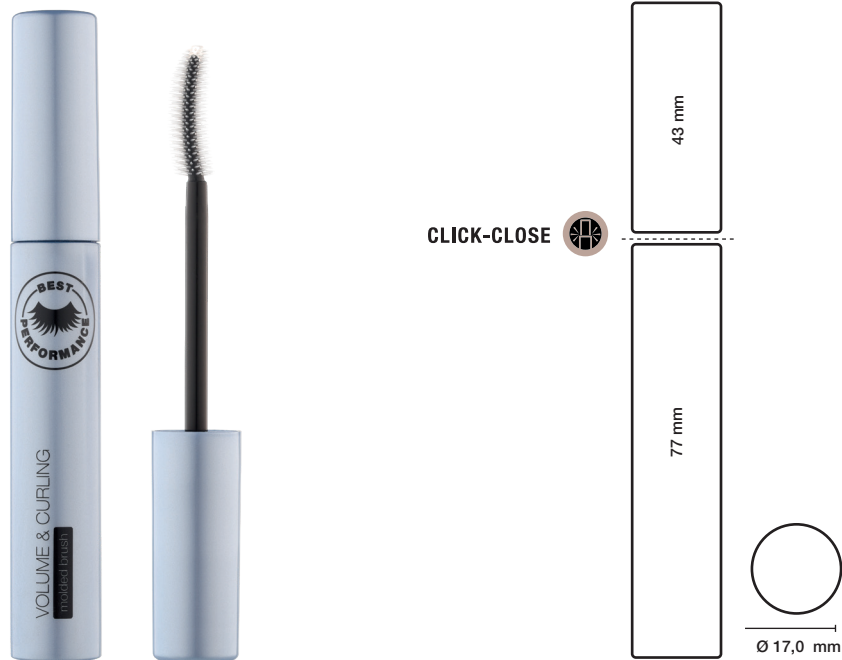
### BULK CHARACTERISTICS:

#31036

Curl, define and intensify your lashes for an eye opening fanned effect. A delicately formulated mascara that can be layered for increased effects, leaving lashes weightless and flexible. Water-based, vegan and clean formula. Not testes on animals. Free of D5, TEA, PEG and Phenoxyethanol.

# BEST PERFORMING COMBINATION

## VOLUME & CURLING



### PACK CHARACTERISTICS:

BOTTLE	CAP	ROD	WIPER	BRUSH	FILLING VOLUME	CLICK CLOSE
37186	22349	827404	3294210	281042	8 ml	yes

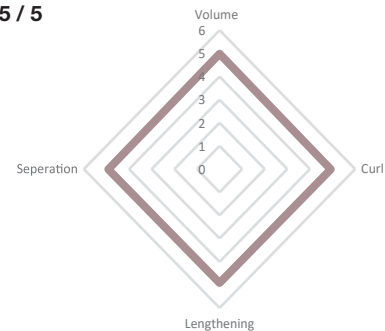
Ready-to-go packaging with Click-Close: Reliable closing mechanism for accurate, secure, and airtight sealing of the packaging. Decorated with one of GEKA's ready-to-go masterbatch colors and refined with in-house silk screen printing.

### BRUSH CHARACTERISTICS:

#### 281042 brilliantEYES

A bi-injected brush in curved design made with GEKA's SANDWICH technology designed for a XXL volume effect and immediate lash curling. The two shot technology results in a stable brush core, surrounded by flexible and soft bristles. Thanks to the harder brush core, the lashes are precisely lifted and perfectly separated, while the extremely soft bristles reach even the finest eyelashes. With its curved shape, it is perfectly adapted to the lash line and coats every lash in an instant. The brush picks up every single lash and carefully bends it into a curl from base to tip. Improved eyelash penetration due to the conical shaped bristles (avoids any clumping). Shorter bristles at the tip allows a precise application at the inner eye corner without smudging.

**VCLS: 5 / 5 / 5 / 5**



### BULK CHARACTERISTICS:

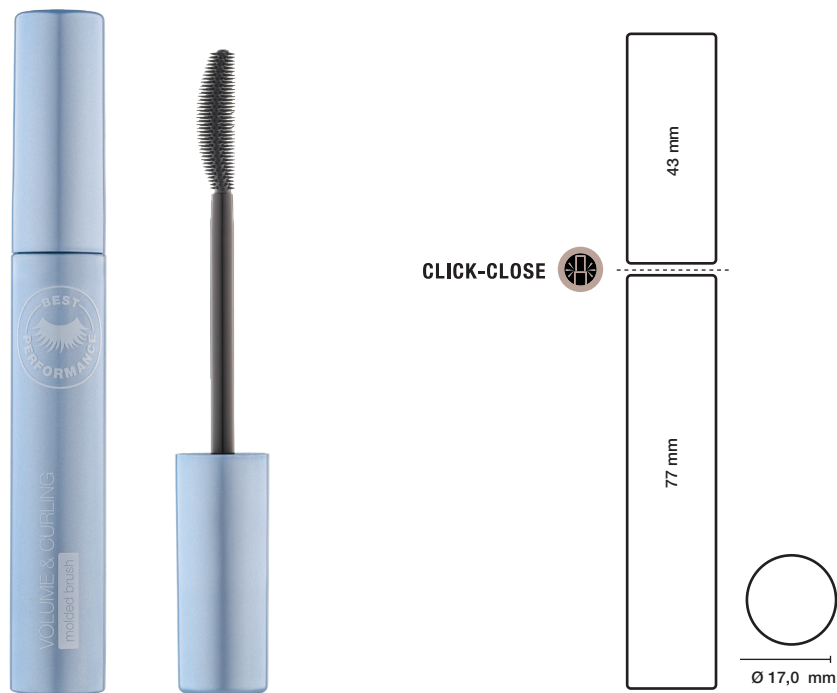
#### #21704

The formula defines lashes one by one, making them thicker. It completely delivers an eye lash look that is defined, thick and...so chic! Its full-bodied texture is easy to model, while its formula, thanks to the natural and synthetic waxes, confers a high structure and assures a plasticize performance. Water-based and clean texture, not tested on animals. Free of parabens and TEA.



# BEST PERFORMING COMBINATION

## VOLUME & CURLING

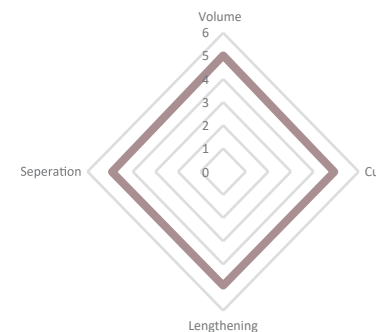


### BRUSH CHARACTERISTICS:

28652 missCURL

A slightly curved, protected molded brush. The brush goes with a swing when it comes to transforming curling attempts into curling successes. The lashes get into shape with a single stroke. The brush picks up every single lash and carefully bends it into a curl from base to tip. Delicate separation no clumping.

VCLS: 5 / 5 / 5 / 5



### BULK CHARACTERISTICS:

#21516

This formula is a complex synergy of natural waxes that confers to the texture its extremely buildable and plasticizing performances for fullness, thickness and suppleness. They give your eyelashes amazing volume, dramatic curves and full coverage. Water-based formula. Not tested on animals. Free of parabens.

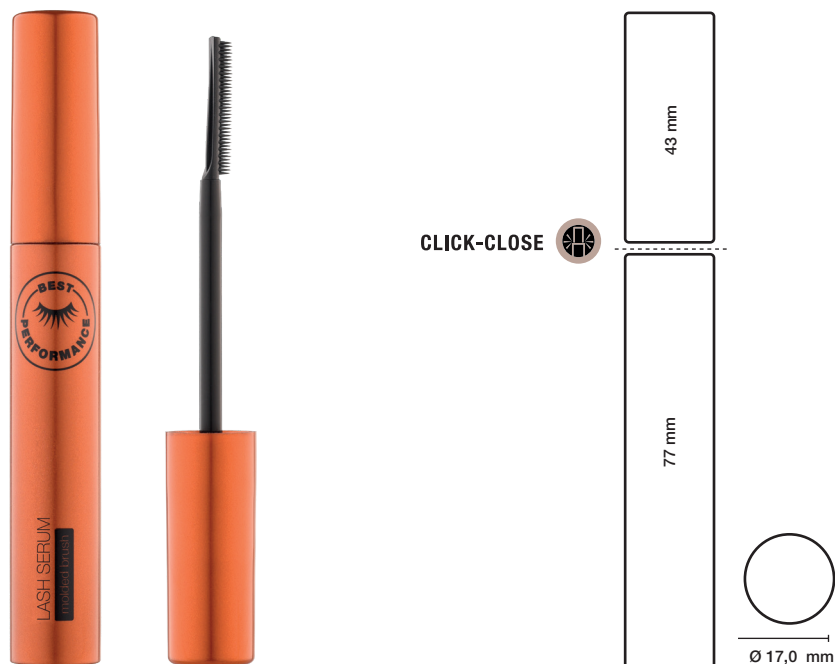
### PACK CHARACTERISTICS:

BOTTLE	CAP	ROD	WIPER	BRUSH	FILLING VOLUME	CLICK CLOSE
37186	22349	827404	329428	28652	8 ml	yes

Ready-to-go packaging with Click-Close: Reliable closing mechanism for accurate, secure, and airtight sealing of the packaging. Decorated with one of GEKA's ready-to-go masterbatch colors and refined with in-house silk screen printing.

# BEST PERFORMING COMBINATION

## SPECIAL – LASH SERUM



### PACK CHARACTERISTICS:

BOTTLE	CAP	ROD	WIPER	BRUSH	FILLING VOLUME	CLICK CLOSE
37187	22349	827404	329211	28544	7 ml	yes

Ready-to-go packaging with Click-Close: Reliable closing mechanism for accurate, secure and airtight sealing of the packaging. Decorated with one of GEKA's ready-to-go masterbatch colors and refined with in-house silk screen printing.

### BRUSH CHARACTERISTICS:

28544 volumaticBRUSH

The configuration of the bristles ensures fantastic lengthening, separation and volume. Convenient application thanks to its shape. Designed to grip the lashes at the root what makes sure that every single lash is covered with bulk. Perfect application result with only one stroke. Fast and adequate delivery of the bulk. Also perfect to use for separating lashes and brow hairs before and after applying makeup.

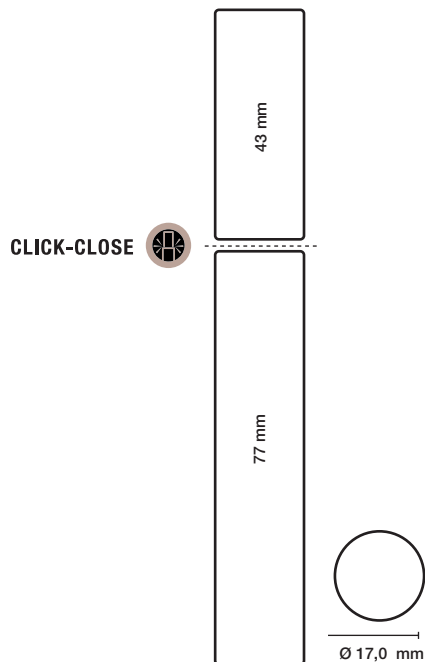
### BULK CHARACTERISTICS:

#21746

A mascara serum with a crystal clear consistency, a gel that combs, defines and brighten eyelashes. If you want just a little bit of the lift and a hint of curl, without color and volume, if you are tired of colored mascara, but you want to take care of you eyelashes, lash booster is perfect: the gel formula goes on cleanly, and doesn't clump at all. It holds a perfectly natural curl all day long, and doesn't sting your eyes. It doesn't dry out your lashes either, because it contains panthenol. It just stays put while still delivering a nice natural looking finish and important active ingredients for an healthy appearance! Water-based and clean formula. Not tested on animals. Free of parabens.

# BEST PERFORMING COMBINATION

## SPECIAL – LASH PRIMER



### BRUSH CHARACTERISTICS:

28113 twicePRECISE

Thanks to its special two sided design this applicator can achieve two different looks: Side A with wide spread thick bristles and big bulk reservoir zones for a dramatic voluminous effect. Side B with denser and thinner bristles (nearly twice as much as on Side A) for lengthening and combing to create a natural daily look. The bristles of the comb are positioned in lash direction. They penetrate the lashes instead of just lifting them up. Registered design. Thanks to its special design the comb is also perfectly suitable for hair applications i.e. to create colorful highlights.

### BULK CHARACTERISTICS:

#28515:

Give your lashes an XXL boost with just one sweep, this innovative mascara primer glides on evenly coats and smooths your lashes to maximize the final result of your favourite mascara. Light blue or pink in colour, it allows the black pigments to stand out from the clean base with more intensity than with traditional mascaras. Water-based formula. Not tested on animals. Free of TEA.

### PACK CHARACTERISTICS:

BOTTLE	CAP	ROD	WIPER	BRUSH	FILLING VOLUME	CLICK CLOSE
37186	22349	827404	329211	28113	7ml	yes

Ready-to-go packaging with Click-Close: Reliable closing mechanism for accurate, secure and airtight sealing of the packaging. Decorated with one of GEKA's ready-to-go masterbatch colors and refined with in-house silk screen printing.

geka-world.com



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