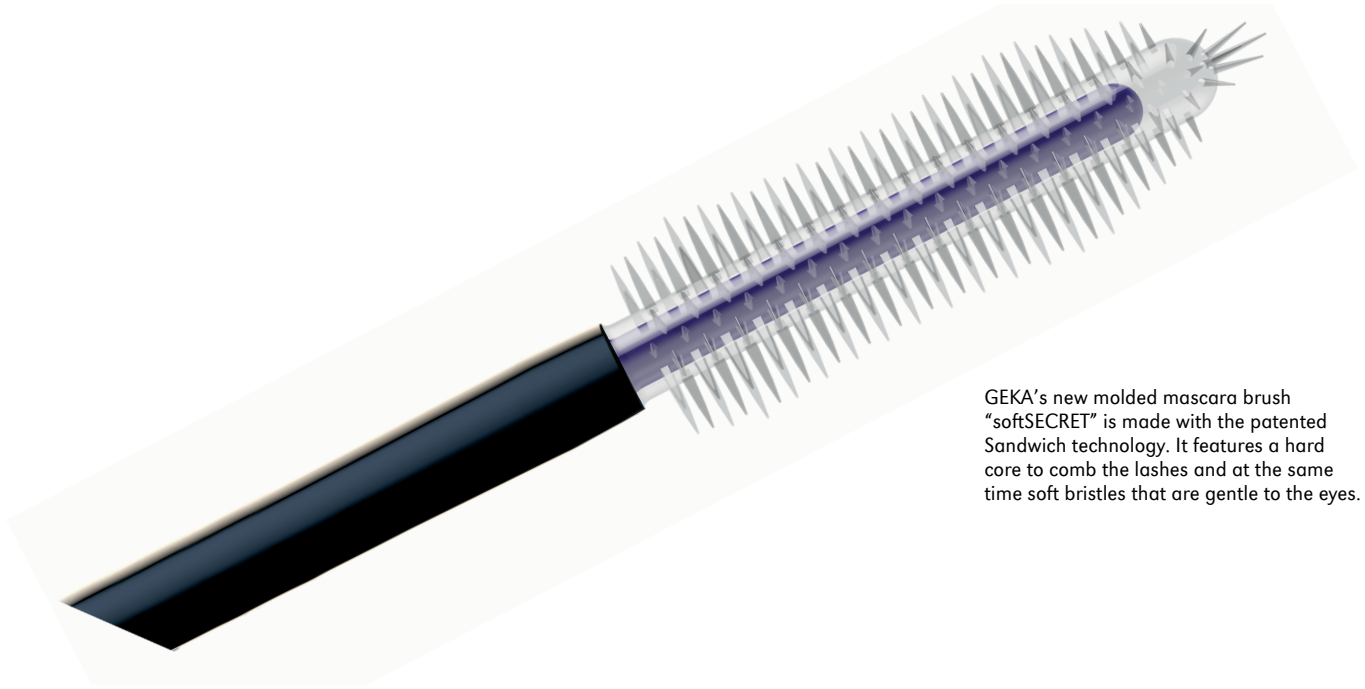




photo: GEKA



GEKA's new molded mascara brush "softSECRET" is made with the patented Sandwich technology. It features a hard core to comb the lashes and at the same time soft bristles that are gentle to the eyes.

GEKA PRESENTS SOFTSECRET

A brand-new molded mascara brush made with the patented "Sandwich" technology

GEKA has unlocked the formula for stunning lashes with unbelievably defined volume – and redefined it. The innovative softSECRET mascara brush combines a lot of high-tech finesse for dreamy expanded lashes.

The secret? Our patented "Sandwich" process which combines two plastic materials with each other! For this, the soft material for the bristles is first injected, and in the next step pressed into the mold with the harder backing material. The result: extra soft bristles, that are very gentle to the eyes, and a stable core, which reliably separates the lashes.

The fitted form of the brush on one side whips up fantastic lash volume while the convex side separates the lashes hair by hair. The different

bristles are also spectacular: Extra-thick, flexible, and staggered bristles ensure the mascara is fully loaded and provide the necessary stability to comb the lashes. Zigzag bristles push the hairs upward and serve as an additional mascara reservoir – no matter if the brush is used with the left or right hand. This sweep is intensified by the bristles on the tip. Thus, even the tiny lashes at the corners of the eye and the fine lower lashes are gently coated. All with no clumps or smudging.

Perfect application results are also guaranteed by the 2K wiper, which is also made of two materials with different hardness degrees: The harder material at the top makes it easy to assemble and gives it a secure hold inside the bottle against high pull-out forces. The softer wip-

er lip adjusts to the shape of the applicator to ensure that the perfect amount of formula remains on the brush.

softSECRET can be combined with various packaging from the GEKA portfolio.



GEKA GmbH

Waizendorf 3, 91572 Bechhofen

Germany

Phone: +49 9822 87 01

info@geka-world.com

www.geka-world.com