

RapidShield[®]

EYELASH DAILY CONDITIONER



*International
Research
Laboratories*



INTRODUCING RAPIDSHIELD® // WHAT IS IT?

RapidShield® Eyelash Daily Conditioner is an extraordinary daytime lash conditioner that helps protect and prime lashes under mascara, shield them from daily elements, and amplify the look of natural volume and definition. Lashes will appear healthier with shine, sheen and luster.



2 WEEK PROMISE
IMPROVEMENT IN APPEARANCE
AND CONDITION OF LASHES



*Consumer study of 52 subjects over 14 days

INTRODUCING RAPIDSHIELD® // WHO IS IT FOR?



WOMEN & MEN

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



CONTACT SAFE

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

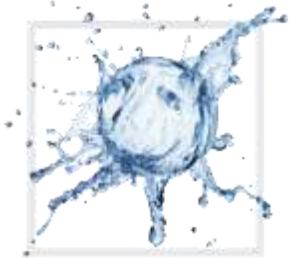


DOUBLE BENEFITS

RapidShield® works as a conditioner a primer to help protect and boost the appearance of lashes.

INTRODUCING RAPIDSHIELD® // WHAT'S IN IT?

RapidShield® is formulated with **Hexatein® 3 Complex**, an extraordinary blend of moisturizing, nourishing and fortifying ingredients, specifically designed to help condition and shield eyelashes from the daily elements. This blend, exclusive to **RapidShield®**, helps improve the appearance of more defined and voluminous looking lashes.



SODIUM HYALURONATE

A super hydrator, binds moisture onto lashes and helps improve lash elasticity



SILK AMINO ACIDS

An excellent moisturizer and a conditioning agent helps promote silky, smooth, flawless lashes



APPLE FRUIT CELL EXTRACT

A revolutionary ingredient from stem cells of a rare Swiss apple, helps enhance the youthful appearance of lashes



BIOTIN

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



PANTHENOL

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



PUMPKIN SEED EXTRACT

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

INTRODUCING RAPIDSHIELD® // HOW IS IT USED?

Use once a day as a conditioner on clean lashes, or under makeup as a primer. Apply **RapidShield®** onto the full length of the lashes. Repeat on the other eye. The eye area should be completely clean of any makeup or eye creams. Allow conditioner to dry before applying other face products.



INTRODUCING RAPIDSHIELD® // BRAND IMAGE

INTEGRATED 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 RapidShield® brand image.

Suggested Retail Price: \$37.95 / €34.00 / £28.00

RAPIDSHIELD® // EFFICACY STUDY RESULTS

CONSUMER TESTED & APPROVED*

96% Experienced **IMPROVEMENT IN THE APPEARANCE AND CONDITION OF LASHES**

94% Experienced **MORE DEFINED LOOKING LASHES**

92% Experienced **MORE VOLUMINOUS LOOKING LASHES**

PROVEN

RESULTS in just 2 WEEKS



*Consumer study of 52 subjects over 14 days

RAPIDSHIELD® // CONSUMER TESTED & APPROVED

Discover the **DOUBLE BENEFITS** of RapidShield® Eyelash Daily Conditioner!

CONDITIONER – USE ON CLEAN LASHES

Over **90% of women** experienced **improvement in definition, condition** and **overall appearance of lashes ***

PRIMER – USE UNDER MASCARA

Over **90% of women** discovered more **voluminous-looking lashes** and **enhanced protection** and **condition of lashes***

RAPIDSHIELD® // FAQs

How is RapidShield® applied?

RapidShield® is applied onto the full length of the lashes, then repeated on the other eye. The eye area should be completely clean of any makeup or eye creams. Allow conditioner to dry before applying other face products.

How frequently is RapidShield® applied?

RapidShield® is applied once a day on clean lashes, or under makeup as a primer.

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

*Consumers have reported an immediate improvement in the appearance of definition, condition, shine and sheen of their lashes. For best results in maintaining beautiful-looking lashes, it is recommended to make **RapidShield®** a regular part of your daily beauty routine.*

RAPIDSHIELD® // FAQs

What if I forget to apply RapidShield® one day?

*If you forget and skip an application one day, apply **RapidShield®** as usual the next day. However, a consistent routine is the key to maintaining beautiful-looking lashes.*

How long will one container of RapidShield® last?

*If applied according to directions, one 4 ml container of **RapidShield®** should last approximately 1-2 months.*

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

*Yes. **RapidShield®** 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.*

RAPIDSHIELD® // FAQs

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

RapidShield® 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.

Can I use RapidShield® if I wear contact lenses?

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

Can makeup be applied on top of RapidShield®?

Yes. RapidShield® works wonderfully when used as a primer. It helps enhance the appearance of lashes and condition the delicate lashes under mascara. Apply RapidShield® on clean lashes, let it dry, and apply mascara as usual.

RAPIDSHIELD® // FAQs

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

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

Can men use RapidShield®?

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

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

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

THANK YOU

RapidShield[®] EYELASH DAILY CONDITIONER

Beautify. Fortify. Intensify.

Multiple lash benefits make daily beauty routine a **breeze!**

