

*RapidShield*TM_{MC}

EYELASH DAILY CONDITIONER



*International
Research
Laboratories*



INTRODUCING RAPIDSHIELD™ // WHAT IS IT?

RapidShield™ Eyelash Daily Conditioner is a day-time lash conditioner that helps prime, protect and amplify the appearance of healthy-looking lashes.



2 WEEK PROMISE
OVERALL APPEARANCE AND CONDITION
OF LASHES WILL BE VISIBLY IMPROVED



*Consumer study of 52 subjects over 2 weeks

INTRODUCING RAPIDSHIELD™ // WHO IS IT FOR?



WOMEN & MEN

RapidShield™ is recommended for women 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.

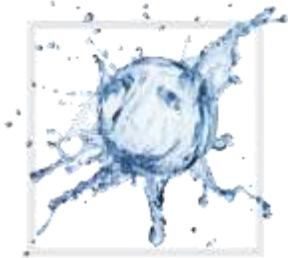


TRIPLE BENEFITS

RapidShield™ works as a conditioner, a primer, and a refresher to add glossy shine to 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 coat lashes with amazing shine, sheen and luster.



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?

RapidShield™ is applied to clean lashes in the morning for a natural look of volume and definition, or under mascara to help protect and prime lashes. It can also be applied on top of mascara for easy makeup touch-ups.

For best results, it is recommended to make **RapidShield™** a regular part of your daily beauty routine.



INTRODUCING RAPIDSHIELD™ // BRAND IMAGE

PERFORATED HANGTAG

Perforated 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: \$40.00 / €34.00 / £28.00

RAPIDSHIELD™ // EFFICACY STUDY RESULTS

CONSUMER TESTED & APPROVED*

UP TO **89%** EXPERIENCED IMMEDIATE IMPROVEMENT IN THE APPEARANCE OF LASH DEFINITION, SHINE AND SHEEN

UP TO **96%** EXPERIENCED IMPROVEMENT IN THE CONDITION AND OVERALL APPEARANCE OF LASHES



*Consumer study of 52 subjects over 2 weeks

RAPIDSHIELD™ // CONSUMER TESTED & APPROVED

Discover the **TRIPLE 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***

REFRESHER – USE OVER MASCARA

Over **90% of women** found the appearance of their lashes refreshed with **shine and sheen***

RAPIDSHIELD™ // FAQs

How is RapidShield™ applied?

RapidShield™ is applied to clean lashes in the morning for a natural look of volume and definition, or under mascara to help protect and prime lashes. It can also be applied on top of mascara for easy makeup touch-ups.

How frequently is RapidShield™ applied?

RapidShield™ is applied once a day if used alone or before applying mascara. It can be applied an additional time during the day if refreshing of mascara is desired.

How is RapidShield™ used as a refresher over mascara?

Brush RapidShield™ onto your lashes on top of mascara, let it set, and apply another coat of mascara if desired.

RapidShield™ adds instant shine and sheen to lashes and facilitates the reapplication of mascara, without having to redo your entire eye makeup. With this easy step, your casual day-time makeup can be intensified and refreshed for night-time.

RAPIDSHIELD™ // FAQs

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.*

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 once a day, one 4 ml container of **RapidShield™** should last approximately 1-2 months. The yield of the product can vary depending on the frequency of each individual's product use.*

RAPIDSHIELD™ // FAQs

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.

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.

RAPIDSHIELD™ // FAQs

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.

Can I use RapidShield™ if I have my eyelashes tinted or wear eyelash extensions?

RapidShield™ has not been tested on tinted lashes or eyelash extensions. However, many consumers have reported **RapidShield™** suitable to use even if you have your eyelashes tinted or wear eyelash extensions. It is a wonderful blend of nourishing ingredients that is suitable to use even if you have your eyelashes tinted or wear eyelash extensions, and it helps boost the appearance of your lashes and enhance the no-makeup, natural look. If unsure, please check with your lash colorist or extension specialist for more informed advice.

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*TM_{MC}

EYELASH DAILY CONDITIONER

Beautify. Fortify. Intensify.

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



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