

## Secret to longer, stronger and healthier lashes

*with Averine Volume Mascara and Lash Primer*

**Singapore, 1 August 2006** - The secret to perfect lashes is in choosing the right mascara - one that not only lengthens and defines, but also has the power to condition and strengthen.

With custom-designed brush, the **Averine Lash Primer** provides superb control for a perfect coat. This clear formula lengthens and extends lashes. It dries quickly, stays in place and is fragrance free. The **Averine Lash Primer** lifts, lengthens and adds an invisible layer of lushness to lashes, providing an overall dramatic effect to lashes.

Providing a comfortable wear, it is long lasting but at the same time, easy to remove and will not dry skin and lashes. Made from naturally-derived waxes **Lash Primer** was developed to complement **Averine new Volume Mascara**. It provides a greater base of volume and length for lashes prior to applying mascara.

Mascara opens up your eyes and radiates your inner beauty. The perfect solution after eye make-up to bring out the sparkle in your eyes, the **Averine Volume Mascara** delivers full volume without fuss. Natural acacia gum fully coats each lash, doubling the volume. Providing a comfortable wear, it is long lasting but at the same time, is easy to remove and will not dry your skin and lashes.

The **Averine Volume Mascara** also contains anti-oxidating properties to protect the lash from harmful free radicals. For dramatic results, apply after **Lash Primer** for a greater base of volume and length to lashes.

Retailing at **S\$39 and \$29** respectively, **Averine Volume Mascara** and **Lash Primer** will be available at all authorized Skincare Centres and Leonard Drake Skincare and Health Spa Centres.

For more details on Averine Paris Skincare Cosmetics product range, please visit our website at [www.averine.com.sg](http://www.averine.com.sg).

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## **Background**

### *Averine*

Averine spells therapeutic cosmetics – delicately promoting optimum skin health. It is a revolutionary cosmetic brand that consciously addresses both aspects of makeup and skincare as a whole, for people seeking makeup solutions in achieving healthy skin. Averine eliminates the use of controversial synthetic ingredients, which may be harmful to the skin wherever possible. Free from mineral oil, cocoa butter, lanolins and derivatives, Averine is formulated with natural skin nurturing components such as botanical extracts, vitamins and minerals, and contains non-synthetic ingredients. Averine not only nurtures the skin, but treats dermatological ailments. Long-term usage of Averine improves skin condition.

100% Nourishing. 100% Pampering. 100% Skin Loving.