

A Hot new Beauty FOCUS! “Eye-Catching” Beautiful Eyelashes From Lashatone

Jersey City, NJ—April 2010 Allergan has done it again. Having defined the injectables category with Botox®, they’ve now established a new beauty category just a short decade later with Latisse®. But, just like with Botox, some consumers are unwilling to try Latisse, due to the need for prescription, scary potential side effects and prohibitive cost. And, just like with Botox, a new category of “must have” alternatives is emerging with effective, safe solutions!

In the spirit of rejuvenating beauty through science, Hydroxatone is proud to introduce Lashatone, the *next generation* in eyelash enhancement, delivering visible results without the prohibitive factors keeping consumers away! Lashatone delivers lush, luxuriously full looking lashes without mascara. This safe, effective and drug-free product also moisturizes, protects and nourishes lashes and delivers visible results within just a few weeks.

Lashatone Key Benefits

- » Lashatone works in three ways to make lashes appear longer, darker and thicker.
- » Lashatone’s clinically tested advanced polypeptides help amplify the length, thickness and volume of eyelashes.
- » Lashatone naturally nourishes eyelashes from the base up.
- » Lashatone moisturizes the skin around the lashes for optimum hold.
- » Lashatone is non-irritating, dermatologist-tested, ophthalmologist-tested and clinically tested.

Lashatone Key Ingredients

- » Polypeptide Complex: significantly enhances eyelash length and volume
- » Procapil®: helps stimulate follicle cell metabolism to fortify, rejuvenate, and prevent lash loss
- » Hyaluronic Acid & Hydrolyzed Glycosaminoglycans: moisturizes and conditions

Easy-to-Use Directions

- » Lashatone is packaged in a convenient twist pen with brush applicator tip that dispenses the right amount for everyday use.
- » “Draw” the brush applicator along the base of eyelashes – just like eyeliner – starting at the inner to outer part of the lash line.
- » Use daily for maximum, dramatic, eye-catching benefits!

**Lashatone is available at all ULTA stores and retails for \$50.
To request product or for more information about Lashatone, please contact
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