

Clinique To Launch New High Lengths Mascara

CLINIQUE

Allergy Tested. 100% Fragrance Free.



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Clinique has announced the launch of its new innovation in lengthening mascara - High Lengths Mascara.

Clinique, a leader in [skin care](#) and makeup innovation, has introduced its new [High Lengths Mascara](#) designed to stretch limp, lifeless lashes to unrivaled lengths with beautifully defined separation.

Available in black and brown, this new [makeup](#) bag essential features a unique "willow" wand applicator that boasts three rows of strategically placed tines to comb through lashes, carefully stretching and separating each lash to new lengths. Always covered with just the right amount of mascara to comb through lashes, the opposite side of the applicator always appears green, making it easy to recognise which side to use.

Not only are lashes left lengthened and eyes looking refreshed, but the new High Lengths formula leaves lashes soft, supple and conditioned. The formula's infusion of lash-loving ingredients such as Sodium Hyalauronate, Panthenol and Pantethine help maintain the health and flexibility of the lashes. The lightweight formula uses a combination of soft waxes and a feather-light thickener, including Acacia Senegal Gum, to create a flexible texture. The mascara stretches across each lash without clumping, flaking or any tell-tale stiffness. And, like all Clinique [mascaras](#) it is not only ophthalmologist tested but it is also appropriate for sensitive eyes and contact lens wearers and is 100% fragrance free.

The new Clinique High Lengths Mascara will be available online and on the high street from February 2010.

About

Clinique

Introduced in 1968, Clinique was the first ever dermatologist-created, prestige cosmetic brand. Clinique's mission has always been to provide the highest quality and most effective line of products to enhance every skin type and tone. The brand's customised approach and quality products - all meticulously tested and carefully formulated with the latest science - has made Clinique one of the leading skin care authorities in the world. All makeup and skin care products are Allergy Tested and 100% Fragrance Free and have been designed to address individual skin types and needs. The products are based on research and related expertise of leading dermatologists. Clinique's skin care products are marketed as part of the 3-Step System; Cleanse, Exfoliate, Moisturise.

Clinique offers products for men and women of all ages and ethnicities. Clinique is sold in more than 135 countries and territories, 17,000 sales locations and on clinique.co.uk.

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