



BUILD VOLUME AND LENGTH WHIPLASH™ FAST!

Whether a naturally enhanced look or amped up drama is more your style, your lashes will love the versatile results. Our rich black, volumizing mascara dramatically separates and enhances your lashes in-a-flash. It's patented brush technology separates each lash for versatile length and volume. Fortified with antioxidant rich Magnolia Extract Oil, our proprietary formula conditions and protects while lash extending fibers hug each lash for flattering length.

RESULTS YOU'LL LOVE*

- With just three coats, Whiplash™ Mascara increases lash volume more than eight times
- 96% said WHIPLASH™ added immediate volume to their lashes
- 94% said their lashes felt soft and conditioned while wearing
- 90% said WHIPLASH™ lengthened their lashes

WHO IT'S FOR

For all skin types. Anyone wanting control over their lash look with the ability to go dramatic or naturally refined.

APPLY SIMPLY

A few swipes is all you need to achieve your desired look. Apply two coats for naturally enhanced lashes, being sure to coat each lash from root to tip.

EVER CONSCIOUS

Clean beauty rooted in nature, cultivated by science.™ Curating the right combination of clean ingredients to deliver on our performance promise. Providing full transparency into our formulas to give you the power of choice.

WHY IT WORKS

- Antioxidant rich Magnolia Oil Extract conditions lashes and helps protect them against environmental damage
- 4-Wax Blend conditions and hugs each lash with creamy, non-drying buildable texture
- Lash Extending Fibers envelop natural lashes from root to tip, creating dramatic length

PAIR IT WITH

To remove, gently massage LUMINOUS Nutrient Cleansing Balm onto lashes. Wipe off with water-saturated cotton pad. Brighten up the under-eye area before applying mascara with DAYLIGHT Treatment Concealer with LSR10®. To define cheeks and make eyes pop, apply your OUT THE DOOR Cheek & Eye Palette before applying WHIPLASH™.



Gluten Free



Natural
Fragrance Only



Dermatologist
Tested



Hypoallergenic



Cruelty-Free
Leaping Bunny Certified