

A close-up profile of a woman's face, looking slightly upwards and to the left. She has dark skin and short, dark hair. Her eyes are brown and have a purple shimmering outline. Her lips are painted with a glossy, reddish-brown lipstick. The background is a solid, muted purple color.

LITTLE BOOK  
**of Lashes**

NOUVEAU®  
LASHES  
BELIEVE YOUR EYES

YOUR EXCLUSIVE GUIDE TO

# lashes

As well as being experts in professional treatments, we also have a full range of at-home products to help everyone achieve beautiful lashes. Here's all the product knowledge you need on our full cosmetic and lash care range.

# Lash care



# 3 | STEP LASH CARE SYSTEM

Your eyes need as much care and attention as your skin. That's why we have developed the 3-step lash care system – the world's first complete system for the lash and eye area. Pick products from across the range to build a perfect daily routine.

01 | CLEANSE

02 | CONDITION

03 | ENHANCE



# PREBIOTIC EYE MAKE-UP REMOVER GEL

## What is it?

Designed to thoroughly, yet gently remove non-waterproof eye make-up, this oil-free, micellar gel eye make-up remover contains powerful prebiotic ingredients to promote a healthy skin microbiome and help prevent irritation. Caffeine and Aloe Vera aid in reducing the appearance of puffiness and under-eye dark circles, as other active ingredients help thicken and condition the lashes.

The hypoallergenic formula is gentle on even the most sensitive eyes, while the gel consistency glides over lashes and extensions without snagging against bonds, reducing over manipulation of the lashes and thereby helping to improve retention.

## The need-to-knows



RRP £14.99



Hypoallergenic formula



Suitable for lash extensions



Registered with the Vegan Society

## Who is it for?

- Anyone looking for a gentle yet effective eye make-up remover, or those who regularly get lash extensions

## How to use:

For best results, apply product to a cotton pad and gently work around closed eyes. No need to rub or rinse off.

# 3 | STEP LASH CARE SYSTEM



01 | CLEANSE

# LASH & LID FOAMING CLEANSER

## What is it?

This gentle foaming cleanser is designed for daily use, to thoroughly cleanse and condition lashes and the delicate eye area. Powerful prebiotic ingredients create a healthy skin microbiome to soothe the eye area and help prevent irritation. Key anti-ageing ingredients also provide intense hydration to allow the skin to better defend itself against environmental aggressors and other ageing effects. This product can be used in conjunction with our cleansing brush.

## The need-to-knows



RRP £14.99



Refreshes treated lashes



Suitable for lash extensions



Registered with the Vegan Society

## Who is it for?

- Those who regularly get lash extensions or lash lifts and want to keep them clean and refreshed without compromising the treatment results
- Also suitable for use on natural lashes

## How to use:

Pump onto the back of your hand and swirl the Lash & Lid Cleansing Brush through the foam. Brush through in the direction of the lashes and softly massage the eyelid to thoroughly cleanse and remove dirt. Use a damp cotton pad to wipe off with warm water and finish by brushing through lashes with a mascara wand.

# 3 | STEP LASH CARE SYSTEM



01 | CLEANSE

# LASH EXTENSION REMOVER

## What is it?

Lash extensions should always be removed carefully to avoid damaging natural lashes. Pulling out a lash could prematurely remove it. This is especially detrimental if the lash is still in the anagen (growth) phase. That's where the Lash Extensions Remover comes into play.

Lash extensions can now be removed safely and effectively in the comfort of your own home, without the need to have them professionally removed in a salon. The Lash Extension Remover gently and comfortably breaks down adhesive bonds and conditions your natural lashes.

## The need-to-knows



RRP £9.99



Safely removes professional extensions



Suitable for lash extensions



Registered with the Vegan Society

## Who is it for?

- Anyone who's had a lash extension treatment, whether it's a one-off or they're a regular

## How to use:

Brush applicator up lashes from root to tip. Leave on for 3-5 minutes. Use applicator to brush eyelashes again from root to tip, before sliding lash extensions off. You may require a second application if a stronger adhesive has been used and a further 5-10 minutes.

# 3 | STEP LASH CARE SYSTEM



01 | CLEANSE

# LASH & BROW CONDITIONING SERUM

## What is it?

This best-selling serum contains powerful antioxidants, multi-vitamins and nourishing actives to create a daily conditioner for lashes and brows. Used daily, it provides lashes and brows with all they need to appear instantly conditioned, as well as provide long-term benefits to help give lashes a fuller appearance. When used beneath mascara, it can also act as a primer.

## The need-to-knows



RRP £19.99



Best-seller



Locks in  
moisture



Registered with  
the Vegan Society

## Who is it for?

- Suitable for use on natural lashes, lash extensions (excluding volume lashes) and LVL treated lashes

## How to use:

Apply Lash & Brow Conditioning Serum to cleansed lashes from root to tip, and/or brows by sweeping the applicator wand through brow hairs. For best results, apply Lash & Brow Conditioning Serum twice a day for an intense conditioning treatment.

# 3 | STEP LASH CARE SYSTEM



02 | CONDITION

# REPLENISHING LASH & EYE MIST

## What is it?

This daily-use mist delivers advanced hydrating, strengthening, photo-protection and anti-ageing benefits to the lashes and complete eye area, without weighing down or impacting lash extensions.

Multifunctional protein and antioxidant-rich vitamins C and E help protect, condition and strengthen lashes from within, minimising the chance of brittleness and breakages. Packed with powerful prebiotics, this super-fine mist helps to recalibrate and restore a healthy skin microbiome, the skin's natural protective barrier, leaving eyes and lashes soothed and replenished. The formula also helps to firm and smooth the skin texture of the delicate eye area.

## The need-to-knows



RRP £19.99



Instant lash hydration



Skin anti-ageing benefits



Registered with the Vegan Society

## Who is it for?

- Those who regularly have lash extension treatments, or anyone looking for a conditioning product for the whole eye area

## How to use:

Hold 20-30cm away from closed eyes. Spritz half a pump over eye area, or full pump over entire face. Gently tap any unabsorbed product into the skin. Apply morning and night to cleansed skin. Can also be applied over make-up throughout the day for an instant pick me up.

# 3

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02 | CONDITION

# TRIPLE ENHANCE LASH SERUM

## What is it?

Formulated with a powerful Triple-Peptide Complex, this serum supercharges lashes and improves lash length, strength and volume in as little as 30 days\*. Multifunctional protein and anti-pollution ingredients help to strengthen lashes from within, minimising breakages and brittleness.

Triple Enhance Lash Serum is applied with a brush along the lash line to target the root/follicle of the lash, supporting voluminous lash growth. Independent Consumer Trials revealed a noticeable improvement in lash length, volume and strength in as little as 30 days, and significant perceived improvements after only 12 weeks\*:

80%\* felt there was an improvement in the overall condition of lashes  
70%\* experienced longer-looking lashes  
76%\* felt lash volume had improved  
74%\* stated lashes looked fuller  
73%\* felt the strength of lashes had noticeably improved (i.e. reduced lash loss when applying and removing eye make-up)

\*Based on an Independent Consumer Trial of 99 females applying the product twice daily for 12 weeks.

## The need-to-knows



RRP £29.99



Triple action lash serum



Precise applicator wand



Registered with the Vegan Society

## Who is it for?

- Anyone hoping to achieve naturally longer and stronger lashes

## How to use:

Apply to the base of the lashes (as you would an eyeliner) starting at the inner corner. Apply morning and night for enhanced results and allow 2 minutes to dry before going to bed or applying make-up.

# 3 | STEP LASH CARE SYSTEM



03 | ENHANCE

# ENHANCE MASCARA

## What is it?

Enhance Mascara contains nourishing and strengthening properties to help support lash health and natural lash growth. This must-have mascara adds glamorous volume to natural lashes and individual lash extensions, without affecting the adhesive bonds. The hypoallergenic formula is gentle enough for even the most sensitive of eyes.

The double-sided applicator brush can be used for both classic lash extensions and natural lashes. The short bristles favour lash extensions, while the long bristles work to separate natural lashes, or vice versa depending on personal preference.

## The need-to-knows



RRP £19.00



Hypoallergenic formula



Safe for lash extensions

## Who is it for?

- Regulars for lash treatments looking for a mascara that won't impact extensions, or those looking to add volume to their natural lashes
- Suitable for use on natural lashes, lash extensions (excluding volume lashes) and LVL treated lashes

## How to use:

Using the preferred side of the double-sided brush, or a combination of both, sweep our Enhance Mascara through lashes from root to tip.

# 3

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03 | ENHANCE

# LASH bundles

To help you get the perfect lash care routine, we've created a range of handy bundles with the ultimate product combinations.



Lash & Lid Cleanser Set

RRP £17.99



Lash Duo Collection

RRP £25



Complete Lash Essential Collection

RRP £44.99



Complete Lash Removal Collection

RRP £34.99

# DISCOVER OUR treatments

On top of our lash care range, we also offer a range of salon treatments to help everyone achieve their dream lashes.



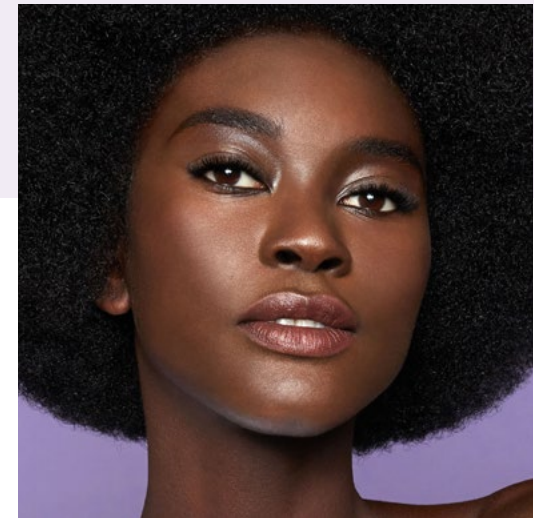
## LVL Lash Lift

The original lash lift to achieve length, volume and lift with your natural lashes. Exclusively available from Nouveau Lashes LVL Lash Artists.



## Extend Lashes

Individual lash extensions that give longer, fuller lashes that last for up to 8 weeks.



## Volume Lashes

Using a variety of lash extension techniques, including SVS, Hybrid and Russian Volume, your Nouveau Lashes Global Volume Artist will create bespoke lash extension looks to suit your style.

NOUVEAU<sup>®</sup>  
LASHES  
BELIEVE YOUR EYES

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