

MASCARA MANIA

- Mascara is a high-trial product. Women are willing to try a new one in search of the perfect mascara.
- In terms of makeup loyalty, mascara ranks number one. She'll buy it over and over.
- Mascara is very high on the list of makeup products women say they can't leave home without.
- Mascara is one of the first cosmetic items young women buy for themselves.

MASCARA PROFILE

- "I want mascara that wears all day without smudging or smearing, while adding length and fullness."
Recommend Endless Performance Mascara
- "I'm very active. I love to swim, bike, run, and play tennis. I want a mascara that can last through my work out."
Recommend Waterproof Mascara
- "I'm looking for a mascara that separates and darkens my lashes while making them appear longer."
Recommend Flawless Mascara (especially great for sensitive eyes)

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