# BETTER THAN SEX FOREPLAY



INSTANT LENGTHENING, LIFTING, AND THICKENING MASCARA PRIMER

## WHAT IT IS

Better Than Sex Foreplay is a conditioning, black mascara primer that will lengthen, thicken, and lift your lashes to mind-blowing heights for 24+ hours.

## WHAT MAKES IT AMAZING

#### ◆ LIGHTWEIGHT FORMULA CONDITIONS LASHES AND IMPROVES MASCARA WEAR FOR 24+ HOURS

- Oil based, nourishing primer creates an undercoat to keep your lashes looking their best day and night
- Infused with a blend of Argan and Grape Seed Oils, rich in Omega 3 and 9 fatty acids, that nourish and condition lashes
- Deep black tint makes lashes look darker once mascara is applied
- Non-sticky, quick-drying formula can be worn under your favorite mascara or alone for a natural look

#### **THE ENHANCES CURL, LENGTH, AND VOLUME**

- Includes a tri-blend of Beeswax, Paraffin, and Microcrystalline Wax proven to boost lash curl by 132%\*; ideal for downward straight lashes
- Infused with Nylon Fibers to increase length and volume and proven to increase lash length by 80%\* and lash volume by 109%\*
- Formula glides on, wraps each lash, and is proven to increase lash fullness by 100%\*
  \*Clinical testing on 24 women when comparing mascara plus primer to mascara alone at 25 hours.

# **♥** DOUBLE-ARCH CRESCENT BRUSH LEAVES NO LASH UNPRIMED!

- Flexible bristles separate and coat each lash from root to tip
- Short bristles, in the curve of the brush, make it easy to comb through lower lashes without smudging







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Black

#### **HOW TO APPLY:**

#### Signature Move "Wiggle & Stroke"

Step 1: Apply onto clean, dry lashes. Place brush at root of lash line and wiggle from root to tip, combing upwards. Repeat with 10 to 15 strokes per eye.

Step 2: Wait up to 10 seconds for mascara primer to dry.

Step 3: Follow with your favorite Better Than Sex Mascara or any mascara for the ultimate lift, length, and volume.

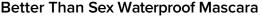
**TO REMOVE:** Don't forget to baby those lashes at night! To remove, use a cotton pad with a gentle waterproof makeup remover to wipe away in a downward motion.

### **PRO TIP: Lucious Length**

Once you have applied **Better Than Sex Foreplay Primer**, use the inner crescent part of the brush to tip the ends of the lashes upward to build length.

#### TF BFFs





Go ahead and get wet with our bestselling mascara with high-performance polymers for waterproof wear.



#### **Better Than Sex Mascara**

Experience shocking volume & dramatic length with our award-winning formula.



#### Better Than Sex Chocolate Mascara

The iconic formula you love, now in a rich, decadent chocolate shade that creates voluptuous, multidimensional lashes.