

Too Faced

MASCARA COMPARISON CHART



HOURGLASS
SHAPE



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SHAPE



PRODUCT NAME

BETTER THAN SEX

Voluptuous Volume Mascara

BETTER THAN SEX

Waterproof Mascara

DAMN GIRL!

24-Hour Mascara

WHAT IS IT

#1-Selling Prestige Mascara in America*
Thickens, lengthens, and curls for extreme volume and dramatic lashes.

Our bestselling mascara with high-performance polymers for waterproof wear.

A high intensity mascara for maximum drama and lift.

WHAT MAKES IT AMAZING

- Film Forming Polymer locks curl in place
- Acacia Senegal Tree Extract sets volume
- Peptides condition lashes
- **100%** saw dramatic Volume**
- **100%** saw longer lashes**
- **93%** saw base-to-tip curl**

- High Performance water-resistant polymers deliver waterproof, smudge-proof, all day wear
- Porcelain Flower Extract and Omega Oil moisturizes and conditions lashes
- **97%** said lashes looked more volumized*
- **94%** said lashes looked dramatically thicker*
- **97%** saw intense length*

- Whipped Melting Waxes melt into each other to create one weightless superlayer
- Lash Suspension Polymer lifts and locks-in curl
- Hydrophilic Black pigments create shamelessly rich, black lashes
- **97%** said they saw full-on volume*
- **100%** said they saw intense back lashes*
- **99%** said they saw long-wearing results*

LASH LOOK

Volumptuous volume, luscious curl, and lengthened lashes

Voluptuous volume, luscious curl, and lengthened lashes in a waterproof formula

Shocking volume, outrageous curl, and shamelessly thick lashes

BRUSH TYPE

Iconic hourglass-shaped brush unlocks the volumizing formula that thickens, lengthens and curls for extreme volume and dramatic lashes

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Exclusive dual-fiber "Infinity Brush" hugs, lifts, and curls

*Source: The NPD Group, Inc./ U.S. Prestige Beauty Total Measured Market, Makeup Product Sales, August 2020 – July 2021
**30 women consumer study after 3 coats

*30 women consumer study after 2 coats

*In a consumer study of 104 women