

Double Wear Stay-in-Place 24H Waterproof Gel Eye Pencil

WHY THERE'S ONLY 1

Ultra-long-wearing gel eye pencils. Pigmented, intense color. 10 eye-catching shades.

3 THINGS TO REMEMBER

EASY APPLICATION–

The rich gel formula creates a smooth application without tugging or dragging the delicate eye area.

VERSATILE WEAR–

Effortlessly creates crisp lines for a defined liner look or can be smudged for a smoky liner look. Once set it locks into place for all day wear.

HIGH PERFORMANCE–

Long-lasting liner that won't fade or crease, is waterproof, smudge-proof, transfer resistant, humidity and sweat resistant for 24-hour wear.

SELL IT

Different Liner Looks:

- Apply a swatch of liner on the back of hand for a precise liner look
- Apply a second swatch next to it and smudge for a smoky liner look

Smudge-proof:

- Let both swatches set for 30 seconds
- Rub finger over both swatches
- Share how the formula locks into place once set

Waterproof:

- Spray one pump of water on the swatches
- Press a tissue over it and share how the product is waterproof once set

Easy Removal:

- Apply a small amount of Advanced Night Micro Cleansing Balm onto swatches
- Spray with water
- Rub gently in circular motions
- Use a tissue to clean the back of the hand and share how it easily removes with an oil-based cleanser or remover

HOW TO USE

Glide across the eye at the lash line. For a smokier look, use your finger, smudging tip or brush to blend before it sets.

This formula is easily removable using your preferred oil-based eye makeup remover.

We recommend always re-capping tightly to preserve the product integrity.



NATURAL LINER

- Start at the center of the lashline, placing pencil at the roots of lashes
- Work from the center out, gently lining with short back and forth motions
- Continue the same technique, working from the center to the inner lashline



WING LINER

- Draw one line from the highest point of the upper lashline upward
- From the peak of that line, draw another line diagonally to the lashes
- Fill the wing and the liner of the rest of the eye



SMOKY LINER

- Generously apply eyeliner along the upper and lower lashlines
- Immediately smudge using your finger or smudging brush
- Pro Tip! For even more intensity, layer with a complementary shadow

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FAQ

WHAT'S NEW/DIFFERENT?

Our new pencils feature a gel formula, 24-hour wear, non-tugging, transfer-proof and brighter, more vibrant shades.

HOW DO I KNOW WHICH NEW SHADE WILL BE MOST SIMILAR TO MY CURRENT DOUBLE WEAR STAY-IN-PLACE PENCIL?

The following have remained the same, are just brighter and more vibrant versions: Onyx, Smoke, Night Diamond, Emerald Volt

We apologize for any inconvenience. If you don't see the same shade name as what your currently using, try the following:

- If you were using Sapphire, try Sapphire Sky
- If you were using Electric Cobalt, try Sapphire Sky
- If you were using Night Violet, try Aubergine
- If you were using Coffee, try Cocoa
- If you were using Burgundy Suede, try Antique Burgundy

CAN I APPLY IT TO MY WATERLINE?

We do not recommend applying this product to the waterline as it was not tested for this area.

WHAT SHADES ARE AVAILABLE?

10 shades to flatter all skin tones: Onyx, Espresso, Cocoa, Night Diamond (el.com), Smoke, Sapphire Sky, Emerald Volt, Aubergine (el.com), Antique Burgundy, Bronze (el.com)

