



## The innovation of RapidLash®

In 2008 the creators of RapidLash® Eyelash Enhancing Serum presented their brand new, one-of-a-kind lash product to a major drugstore chain in the US. Created with highly beneficial ingredients and utilizing advanced technology delivery methods, RapidLash® promised to awaken the youthful appearance of lashes. The retailer had never heard of such a product and was immediately interested and wanted this exciting innovation in their stores. RapidLash® quickly became the go-to product for women looking to enhance the appearance of their natural lashes without the need of make-up or expensive, time-consuming lash treatments. It was now possible for women to wake up with their own naturally beautiful-looking lashes!

Since then the excitement and good reputation of RapidLash® has spread around the world. Over three million women and men have experienced the wonderful effects of RapidLash® first hand. RapidLash® has been recognized by satisfied consumers and industry professionals everywhere and has gone on to win nominations and many reputable beauty awards around the globe\*. It has been deemed the tried, the true and the trusted: ***the lash enhancing product that really works!***

The creators of RapidLash®, International Research Laboratories, are seasoned pioneers in the beauty industry with decades of experience in developing forward-thinking, highly advanced products that provide remarkable, targeted results, with incredible ease. They are located in Southern California, where the buzz of the beauty, fashion and entertainment industry is always present. International Research Laboratories has made it their mission to create attainable high performance beauty products for every man and woman; products that deliver on their promise and exceed all expectations.

\*RapidLash® has won the prestigious **LNE & SPA's** award for **Best Lash Product** in North America for three impressive years in a row: **2011, 2012** and **2013**, and was once again nominated for 2014, continuing with its lash favorite status! RapidLash® was chosen the **Best Lash Definer** by **Woman & Home** in 2011 Best in Beauty Awards, the **Best Lash Booster Product** by **Cosmopolitan** in **2011 Beauty Awards**, the **Beauty Insider's Choice** winner by **Cosmetic Executive Women** in UK in **2011**, a **Beauty Hot 100** winner by **Harper's Bazaar** in **2011**, the **Best of Beauty** winner by **Fairlady** in **2010**, the **Best in Beauty** winner by **Russian Woman** in **2012**, the **Reader's Choice** honorable mention of **TotalBeauty.com** in **2013**, and the recipient of the **Aesthetician's Choice Award** by **Dermascope** in **2015**. It has been a finalist in the running for **American Spa Professionals' Choice Award** in **2012, 2013** and **2014**, and RapidBrow has been selected a finalist for the **Beauty Insiders' Choice** by **Cosmetic Executive women** in UK in **2013**.

