



*RapidShield*TM_{MC}

EYELASH DAILY CONDITIONER



INTRODUCING

RapidShield™
EYELASH DAILY CONDITIONER

Do you just **love the results** achieved with RapidLash®?
Now, protect those luscious, flawless lashes with:
RapidShield™ Eyelash Daily Conditioner

- ✓ *Shields & Protects*
- ✓ *Primes & Boosts appearance of Volume*
- ✓ *Adds Shine, Sheen & Luscious Luster*

CONSUMER TESTED & APPROVED*

- **89%** reported **immediate** improvement in the appearance of lash definition, shine and sheen*
- **96%** reported improvement in the condition and overall appearance of lashes **in just 2 weeks***

*Consumer Study of 52 Subjects Over 2 Weeks



RAPIDSHIELD™ EYELASH DAILY CONDITIONER

RapidShield™
EYELASH DAILY CONDITIONER

RapidShield™ Eyelash Daily Conditioner, helps shield and protect lashes and deliver extreme nourishment and conditioning benefits. It is ideal for priming and prepping eyelashes. It makes mascara glide on effortlessly and helps boost appearance of gorgeous volume.

RapidShield™ is created with a highly beneficial **Hexatein® 3 Complex**, that helps enhance and improve the appearance of lashes. Make it a part of your daily beauty routine and your eyelashes will be glistening with flawless shine, sheen and luster and beaming with beautiful volume!



Did you know? Eyelashes form a defensive barrier on the upper and lower eyelids against particles, dust and debris from reaching the eye itself. **RapidShield™** will help keep your lashes looking effortlessly lush and voluminous, while they work hard protecting your eyes. Nothing vain about it, simply safe and smart!

RapidShield™ EYELASH DAILY CONDITIONER



Suggested Retail Price: €34.00 / £28.00

- Eye-catching design, distinctive to Rapid-line, demands attention
- Maximizes shelf presence alongside **RapidLash® Eyelash Enhancing Serum, RapidBrow® Eyebrow Enhancing Serum & RapidHair™ Hair Volumizing Formula**
- Upscale, sophisticated design elevates brand image
- Slanted top box design creates multi-dimensional presence and draws attention to brand
- Perforated euro hangtag allows for versatile merchandising

HEXATEIN®₃ COMPLEX

RapidShield[™]_{MC}
EYELASH DAILY CONDITIONER

Exclusive to **RapidShield™**, **Hexatein® 3 Complex** is comprised of six amazingly effective ingredients that help condition, define and protect eyelashes against the daily elements.

RapidShield™ beautifies, intensifies and fortifies.

**Flutter your flawless lashes,
beaming with beautiful shine,
sheen and luscious luster!**





A unique blend of lash enhancing ingredients exclusive to **RapidShield™**, specifically designed to help shield and condition eyelashes from daily elements!

HEXATEIN® 3 COMPLEX 6 INGREDIENTS – 6 BENEFITS:

- **Sodium Hyaluronate**, a super hydrator, binds moisture onto lashes and helps improve lash elasticity
- **Silk Amino Acids**, an excellent moisturizer and a repairing agent helps promote silky, smooth, flawless lashes
- **Apple Fruit Cell Extract**, a revolutionary anti-aging ingredient from stem cells of a rare Swiss apple, helps rejuvenate the youthful appearance of lashes
- **Biotin** (Pro-vitamin B7 / Vitamin H / Coenzyme R), an essential factor in maintaining beautiful-looking, fabulous lashes
- **Panthenol** (Vitamin B5) helps coat the lashes and seal in moisture and nourishment for improved overall appearance
- **Pumpkin Seed Extract**, high in zinc, EFAs, amino acids, vitamins and phytosterols, helps enhance the appearance of lashes

DIRECTIONS FOR USE

RapidShield™
EYELASH DAILY CONDITIONER

Enhance your glance!
Sensational benefits.
Sublime results.

DIRECTIONS: Apply **RapidShield™** **Eyelash Daily Conditioner** onto upper and lower lashes using the applicator brush. Can be used alone as a conditioner on clean lashes, under mascara as a primer, or over mascara as a refresher to facilitate reapplication of makeup.

Apply **RapidShield™** daily as needed using the brush applicator, designed to facilitate smooth, precise application.



Within just 2 weeks the overall appearance and condition of lashes will be visibly improved!*

For best results, it is recommended to make **RapidShield™** a regular part of your daily beauty regimen.

*Consumer Study of 52 Subjects Over 2 Weeks

3 CONVENIENT USES OF 1 AMAZING PRODUCT



Discover the **TRIPLE BENEFITS** of RapidShield™ Eyelash Daily Conditioner!

1) CONDITIONER - Use on clean lashes:

Over 90% of women experienced improvement in shine and sheen, definition, condition and overall appearance of lashes*

- **DEFINITION** At least 80% more definition reported by 53% of women*
At least 50% more definition reported by 90% of women*
- **CONDITION** At least 80% more conditioned lashes reported by 52% of women*
At least 50% more conditioned lashes reported by 88% of women*
- **SHINE & SHEEN** At least 80% improvement in shine and sheen reported by 60% of women*
At least 50% improvement in shine and sheen reported by 88% of women*
- **IMPROVED APPEARANCE** At least 80% overall improvement of lashes reported by 55% of women*
At least 50% overall improvement of lashes reported by 90% of women*

*Consumer Study of 52 Subjects Over 2 Weeks

3 CONVENIENT USES OF 1 AMAZING PRODUCT



2) PRIMER - Use under mascara:

Over 90% of women discovered more voluminous-looking lashes and enhanced protection and condition of lashes*

3) REFRESHER - Use over mascara:

Over 90% of women found the appearance of their lashes refreshed with shine and sheen*

*Consumer Study of 52 Subjects over 2 Weeks



A tip for RapidLash® Eyelash Enhancing Serum users:

If you've achieved amazing results with **RapidLash®**, **RapidShield™** can help you protect your newly found eye appeal. Use **RapidLash®** at night as directed, and add **RapidShield™** to your beauty routine as a day-time treatment. It will help protect, moisturize and nourish your lashes all day long!

FREQUENTLY ASKED QUESTIONS



Q. How is RapidShield™ applied?

A. Using the applicator brush, apply RapidShield™ onto upper and lower lashes. RapidShield™ can be used alone as a conditioner on clean lashes, under mascara as a primer, or over mascara as a refresher to facilitate reapplication of make-up.

Q. How frequently is RapidShield™ applied?

A. RapidShield™ can be applied as often as desired. The recommended usage on clean lashes is once or twice a day, once in the morning and/or once in the evening before bedtime. However, it can be applied an additional time during the day if refreshing of mascara is desired.

Q. How long does it take to see an improvement in the appearance of my lashes?

A. Consumers have reported an immediate improvement in the appearance of definition, condition, shine and sheen of their lashes. For best results in maintaining beautiful-looking lashes, it is recommended to make RapidShield™ a regular part of your daily beauty routine.

FREQUENTLY ASKED QUESTIONS



Q. What if I forget to apply RapidShield™ one day?

A. If you forget and skip an application one day, apply product as usual the next day. However, a consistent routine is the key to maintaining beautiful-looking lashes.

Q. How long will one container of RapidShield™ last?

A. If applied once a day, one 4 ml container of RapidShield™ should last approximately 1-2 months. The yield of the product can vary depending on the frequency of each individual's product use.

Q. Is RapidShield™ safe to use so close to the eyes?

A. Yes. RapidShield™ has been ophthalmologist-tested and found to be safe and non-irritating. However, as with any cosmetic product, some individuals may be allergic to one or more of the ingredients in the formulation. If you suspect an allergic reaction, discontinue use and seek medical advice immediately.

Q. What should I do if I accidentally get RapidShield™ in my eyes?

A. RapidShield™ is intended for external use only and direct contact with the eye should be avoided. In the event of direct contact with the eye, rinse the eye with plenty of cool water. If irritation from direct contact occurs and persists, seek medical advice immediately.



Q. Can I use RapidShield™ on my eyebrows?

A. To improve the appearance of eyebrow density, fullness and thickness, we recommend you use RapidBrow® Eyebrow Enhancing Serum that is specifically designed to address thin, sparse, brittle eyebrows.

Q. Can I use RapidShield™ if I wear contact lenses?

A. Yes. RapidShield™ is ophthalmologist-tested and found to be safe and non-irritating, making it ideal for contact lens wearers as well.

Q. Can makeup be applied on top of the RapidShield™?

A. Yes. RapidShield™ works wonderfully when used as a primer. It helps enhance the appearance of lashes and condition the delicate lashes under mascara. Apply RapidShield™ on clean lashes, let it dry, and apply mascara as usual.

Q. How long will RapidShield™ take to dry on my lashes before I should apply mascara?

A. Allow RapidShield™ to dry for approximately 30 seconds before applying mascara. This will ensure that the product stays on your lashes and mascara applies with great ease.

FREQUENTLY ASKED QUESTIONS



Q. How is RapidShield™ used as a refresher over mascara?

A. Brush RapidShield™ onto your lashes on top of mascara, let it set, and apply another coat of mascara if desired. RapidShield™ adds instant shine and sheen to lashes and facilitates the reapplication of mascara, without having to redo your entire eye makeup. With this easy step, your casual day-time makeup can be intensified and refreshed for night-time.

Q. Can I use RapidShield™ if I have my eyelashes tinted or wear eyelash extensions?

A. RapidShield™ has not been tested on tinted lashes or eyelash extensions. However, many consumers have reported RapidShield™ suitable to use even if you have your eyelashes tinted or wear eyelash extensions. It is a wonderful blend of nourishing ingredients that is suitable to use even if you have your eyelashes tinted or wear eyelash extensions, and it helps boost the appearance of your lashes and enhance the no-makeup, natural look. If unsure, please check with your lash colorist or extension specialist for more informed advice.

FREQUENTLY ASKED QUESTIONS



Q. Can I use RapidShield™ if I am pregnant or breast-feeding?

A. We recommend that you discuss use of this product with your doctor if you are pregnant or breast-feeding.

Q. Can men use RapidShield™?

A. The product is unisex and the formula is clear and transparent which makes it ideal for men to use as well if desired.



THE BEST: Glamorous lashes

These lashes demand to be noticed, giving you a fuller, more flared lash line

• **Eylure 65th Anniversary Celebration Lashes in The Chelsea Look, £5.25** (eylure.com) Inspired by the swinging sixties, for a full but classy look.

• **Beneffé Prima Donna Lash, £19.50** (www.benefittedeals.com) Dive to be different with these intricately curled lashes that give great volume.

• **Ardeni Double Up Lash Kit 20A, £8.95** (ardeni.com) For a dramatic, party look – just as the name implies, these give you twice as many lashes.

• **Beautiline Flax and Fabulous Smoky Eyes, £7.50** (beautiline.com) These vintage feel lashes come with true effect to complement a smoky look.

THE BEST: Natural lashes

Perfect for those with thin, short lashes that need a boost, and great for daytime wear, too

• **Eylure Ultra Naturals in Medium Blend, £5.45** (eylure.com) These subtle-looking lashes are a blend of black and brown, just like real natural lashes.

• **Get Lashed Get Lovely, £8.95** (www.getlashed.co.uk) Great if you're looking to go for a plumper look, but still want a natural effect.

• **RMC Eyelashes in N01, £12** (www.lovelashes.com) Each one of these super-lightweight lashes is an individual length, to mimic the natural lash line.

• **RMC Eyelashes in N01, £12** (www.lovelashes.com) Each one of these super-lightweight lashes is an individual length, to mimic the natural lash line.

• **RMC Eyelashes in N01, £12** (www.lovelashes.com) Each one of these super-lightweight lashes is an individual length, to mimic the natural lash line.

• **RMC Eyelashes in N01, £12** (www.lovelashes.com) Each one of these super-lightweight lashes is an individual length, to mimic the natural lash line.

• **RMC Eyelashes in N01, £12** (www.lovelashes.com) Each one of these super-lightweight lashes is an individual length, to mimic the natural lash line.

• **RMC Eyelashes in N01, £12** (www.lovelashes.com) Each one of these super-lightweight lashes is an individual length, to mimic the natural lash line.

• **RMC Eyelashes in N01, £12** (www.lovelashes.com) Each one of these super-lightweight lashes is an individual length, to mimic the natural lash line.

• **RMC Eyelashes in N01, £12** (www.lovelashes.com) Each one of these super-lightweight lashes is an individual length, to mimic the natural lash line.

• **RMC Eyelashes in N01, £12** (www.lovelashes.com) Each one of these super-lightweight lashes is an individual length, to mimic the natural lash line.

• **RMC Eyelashes in N01, £12** (www.lovelashes.com) Each one of these super-lightweight lashes is an individual length, to mimic the natural lash line.



Tip Barry M Lengthening Mascara (below; £5.19, www.barrym.com) comes in Shocking Pink, Emerald Green or Bright Turquoise!

Apply a splash of colour

Click the back and try a new must-have coloured mascara. Try one – you'll love it, we promise!

BLUE... Avon SuperKendal Extreme Mascara in Navy, £10 (www.avon.co.uk) Blue is great for brightening the whites of the eyes. It's a fun way to update your look – for a more fashion-forward style, try for a brighter shade and really layer it on, adds make-up artist Jane Bradley.

PLUM... Benefit BADgal Plum Mascara, £16.00 (shown right). A great mascara will help enhance all eye colours, but it looks particularly amazing with green and hazel eyes, says make-up artist Lisa Porter-Davis. 'Apply it to the top lashes to make your eyes pop.'

BROWN... L'Oréal Lash Definition Smudgeproof Mascara in Brown, £4.50 (shown left; 01003 018112). An alternative to black, it gives a gentler, more natural look, which is particularly great on pale skin and the light haired,' says Jane.

Fast Facts of the best LASH TREATMENTS

<p>Half Permeated Lash Serum (N01) £15 (www.lovelashes.com) Longer, thicker and darker lashes in just eight weeks.</p>	<p>Periplash (N01) £15 (www.lovelashes.com) Apply this hair-softening formula every night for 8-12 weeks.</p>	<p>RapidShield Eyelash Daily Conditioner (N01) £15 (www.lovelashes.com) Helps the natural growth cycle and makes thicker, stronger lashes in just 8-12 weeks.</p>
---	--	--

50% OFF FOR PRIMA READERS

Leave it to the professional! In addition to the expert RMC Brows shaping and threading services, RMC Now Bar (www.lovelashes.com) also offers RMC Eyelash Extensions. Prima readers can get 50 per cent off a full set of Chameleon Lash Lashes (currently £45) at Chameleon's second anniversary, to naturally longer, fuller lashes. Offer ends 20 January 2015 – hurry into this article along to claim your discount.

Hanagan

To get Helen's look, pull your hair into a high ponytail and thread it through a doughnut – by a large doughnut ring, £5.00, from Superdrug. Backcomb your hair and pin it over the doughnut to hold it. Secure the style with hairspray.

POP KNOTS

Advances in anti-ageing

You CAN hold back the years...

New: The CC Cream

Last year we all about CC (complexion corrector) creams, but CCs have set to be the star of the CC complexion-corrected cream.

Leading the way is RapidShield CC Cream, £18.95 at Boots, which helps control age spots while hydrating and protecting the skin.

Laboratory tests of the brand include Skin Firmness (the right) and The Daily Right, so we tell you 'The stacking up on this.

Bella TIP ...

... as we get older, our eyelids naturally droop, making it difficult to see. This is why it's important to get your eyes checked regularly. If you notice any changes in your vision, see an optician as soon as possible.

Moisturiser and serum combo

Help to make skin look less wrinkly with Olaplex Total Effects 7 in One Moisturiser + Serum Duo, £18.99.

Now in the popular anti-ageing range, this product has performed well in trials. We can't wait to try it!

So Now

Beauty Now

With Beauty Director Charmian Harris

NEWSFLASH
IT'S ALL ABOUT KARL!

Karl Lagerfeld's make-up collection for his Victoria's Secret show. The results are amazing! Freshen that face with your new make-up bag. You can't afford to miss it!

EAS WITH LAGERFELD'S MAKE-UP COLLECTION, THERE'S AN EYE FOR EVERY FACE.

EM NEW! LAGERFELD'S MAKE-UP COLLECTION IS THE BEST!

BOOK

KIM'S NUDE NAILS

Kim Kardashian's new book, 'Nude Nails', is a guide to creating the perfect manicure. The book is available in paperback and e-book format.

EM THE BOOK IS THE PERFECT GUIDE TO THE PERFECT MANICURE. IT'S A MUST-HAVE FOR ANYONE WHO LOVES THEIR NAILS.

Want. It. Now.

Keep your lashes looking L! with this brilliant new eyelash conditioner. RapidShield is a colourless anti-ageing cream for lashes – applied under mascara, it nourishes, protects and conditions, even if you're a late bliner!

EM RAPIDSHIELD IS THE BEST! IT'S A MUST-HAVE FOR ANYONE WHO LOVES THEIR LASHES.

Anti-age your legs

Thomas Wallington's new anti-ageing cream for legs is available in paperback and e-book format.

EM THE BOOK IS THE PERFECT GUIDE TO THE PERFECT MANICURE. IT'S A MUST-HAVE FOR ANYONE WHO LOVES THEIR NAILS.

FOR ONE DAY ONLY

Wear bottom lashes
"A key look this season, they can make eyes look bigger," says Jane. Try **Underlash Re648** £4.95 Eylure

Try red lipstick
"Anyone can wear it as long as you find the right tone," explains Janine. A universal shade we love is **Endless Summer Lipstick in Alpha** £18 Lipstick Queen at spaceink.co.uk

Create a zig-zag parting We know what you're thinking (hello '50s!) but it can do wonders for hiding greyness, adding volume or just swerving your normal style.

Go make-up free
"It's just as important to feel confident without make-up as it is wearing it," says Jane. "For a start, it's good to leave lashes bare now and then - apply a lash conditioner instead," Lee advises. Try **Eyelash Daily Conditioner** £28 RapidShield at boots.com

And finally...

- Get rid of unused, leaking or dried-up beauty products from your stash - now! We guarantee you won't miss them and it's definitely a risk you and your skin can afford to take.
- Buy a lip balm... but before you reach for a clear one, go for the tinted one instead. The colours are super sheer so aren't as scary as they look. Try **Posie Balm** £14.50 benefitcosmetics.co.uk @

GIVE IN TO NAIL ART
Think pretty polka dots: "They're super easy," says Katie. "Pour polish onto a tray and dip the head of a dotter into it. Gently place it onto your nail, going back to the tray before every dot." We love **La Laguna Couture in 50 Bleu Coladon** £18.50 yibbeauty.co.uk with **Nail Polish in Floral Street** £11 nailinc.com

FASHION&BEAUTYSPY
With the CMG Fashion Team

ICE COOL
The male model with a wife in the world's most expensive... (text partially obscured)

FACE IT!
EYEWELLOW
It's the one of you... (text partially obscured)

HOW YOU CAN MAKE £1 MILLION!
SIX INSPIRATIONAL WOMEN ON HOW THEY MADE THEIR FORTUNE

BRITNEY'S HEARTBREAK THE WEDDING'S OFF

WHY SHE AND FIANCE JASON DECIDED TO SPLIT

I KNEW YOU WERE TROUBLE!

TAYLOR SWIFT RESPONDS TO HER BREAK-UP WITH HARRY STYLES

GEORGE CLOONEY AND BRAD PITT FALL OUT OVER ANGELINA

ONLY OK!
FIRST FOR CELEBRITY
ISSUE 862 JAN 22 2013 • £1

GET A BODY LIKE DENISE VAN OUTEN
HOW I DANCED THE WEIGHT OFF

EXCLUSIVE

PLUS HER STRICTLY PARTNER ON HOW YOU CAN LOSE OVER A STONE IN SIX WEEKS

20 WAYS YOU CAN LIVE THE LIFE OF KATE