ARTISTRY Signature Eyes™ Automatic Liquid Eye Liner

**KEY PRODUCT MESSAGE**
- Intense, rich glide-on color instantly accentuates and defines eyes for looks that go from fine to bold, natural to dramatic.

**PRODUCT OVERVIEW**
- Glide-on formula for precise application
- Fast-drying
- Intense, rich black opaque color
- Long-wearing, non-smudging, non-flaking, non-fading
- Water resistant
ARTISTRY Signature Eyes™ Automatic Liquid Eye Liner

### FEATURES / BENEFITS

<table>
<thead>
<tr>
<th>FEATURE</th>
<th>BENEFIT</th>
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<td>Flow-through automatic pen with tapered, felt tip applicator</td>
<td>Glides on just the right amount of liquid for an even, precise line every time</td>
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<td>The intense, rich color goes from fine to bold, natural to dramatic</td>
<td>Instantly emphasis eyes and achieves varied effects easily</td>
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<td>Non-smudging, water-resistant formula</td>
<td>Provides long-lasting wear</td>
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### PRODUCT USAGE

- Apply along upper lash line for desired effect.
- When applying to lower lash line, make sure bottom line meets upper line.
- Remove with ARTISTRY Eye and Lip Makeup Remover.
TARGET CUSTOMERS

- Women of all ethnicities and ages who want to accentuate their eyes.

CONVERSATION STARTERS

- When you are engaging in a selling conversation with a customer regarding color here are a few conversation starters regarding her choice in eyeliner:
  - Ask her if she uses eyeliner or not:
    1. If YES, ask her if she uses a liquid eyeliner or a non-liquid pencil type liner. The Liquid eyeliner provides more intense line and color for a more open eye look. The Pencil eyeliner provides a softer line that can be softened and smudged for a different look.
    2. If NO, she does not use any form of eyeliner, help her understand the benefit of using the eyeliner is to accentuate eyes and make them look bigger and more open.
  - Ask her what brand of eyeliner she uses.
  - What kind of eye looks do you like to create?

TECHNOLOGY

- Automatic Liquid Eye Liner is formulated with intense pigment called Carbon Black, which provides the most intense, richest black.
- To achieve a glossy opaque finish, the formula contains a film former that dries with a slightly shiny finish.
- Provides all day wear that is water-resistant. 95% of consumers said that the product lasted all day.
- Ophthalmologist- and dermatologist-tested. Allergy tested, and Fragrance free.
- Non-smudging, non-flaking, non-fading
CROSS SELLING PRODUCTS

Cross-selling is also a wonderful way to introduce your customer to other ARTISTRY products and to educate her about their many benefits.

Specific Cross Selling Opportunities:
- **ARTISTRY Signature Eyes™ Volume Mascara:** Amplifies volume up to 600% for dramatically thicker, fuller and beautifully separated lashes.
- **ARTISTRY Eye Color:** instantlly helps your eyes look fresh, feminine and modern. Velvety smooth powder applies effortlessly, feels light as a feather. Micronized pigments deliver a modern spectrum of pure color and finishes that last.

FOLLOW-UP

**After 2 Days:**
- Follow up with your customer two days after she has received the product to see how she likes it.
- Also, make sure the customer is using the product correctly.

**After 4 Weeks:**
- Ask your customer if she enjoyed using the product and is ready to reorder. Reorders will be dependent upon how your customer uses the product.
- Tell your customer that for best results, she should replace within 3 months.

**8 – 12 Weeks:**
- Follow up with your customer after 6-8 weeks to confirm her next order has been shipped.
- You may also want to take the opportunity to cross-sell additional products like the ARTISTRY Signature Eyes Volume Mascara or ARTISTRY Eye Colors.