

# Clinique launches New High Impact Curling Mascara

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Clinique, leader in skin care and make-up innovation, has announced the launch of their latest advance in long wearing mascara.

High Impact Curling Mascara ([http://www.clinique.co.uk/whatsnew/wn\\_curling\\_mascara.tmpl](http://www.clinique.co.uk/whatsnew/wn_curling_mascara.tmpl)) is designed to provide dramatic volume plus extreme long-wearing non-smudging curl for 24 hours. Ideal for the woman who wants it all - big, bold lashes, long-wearing formula and astonishing curl that stays all day.

The new formulation introduces thermal technology to curling mascara. This long-wearing, innovative formula lasts 24 hours without running or smudging, but can be removed easily with warm water. A blend of lightweight Polymers and Silica provide a smooth, thin film that when dry, holds the curl in place without weighing down the lashes. And, with less wax in the formula, colour stays truer. Perfect for all lash types, New High Impact Curling Mascara won't flake, clump or smudge. And, like all Clinique mascaras ([http://www.clinique.co.uk/templates/products/multiproduct.tmpl?CATEGORY\\_ID=CAT1019](http://www.clinique.co.uk/templates/products/multiproduct.tmpl?CATEGORY_ID=CAT1019)), it is not only Ophthalmologist Tested but it is also appropriate for sensitive eyes and contact lens wearers.

Clinique's new brush applicator is specifically designed for this formula, featuring a curved brush to elongate and curl lashes for a more lifted appearance. Clinique's exclusive brush distributes and coats lashes evenly, making them appear to stretch instantly with every stroke while the brush's curve sets the curl in place. It is the perfect make up (<http://www.clinique.co.uk/makeup/index.tmpl>) essential to make an eye-opening statement

The new High Impact Curling Mascara is part of Clinique's New First Blush, Spring 2009 makeup collection, a simple, soft and completely feminine trend for Spring. Cheeks are the focus, showcasing a natural, youthful glow with New Quick Blush. Eyes are simple with a monochromatic wash of colour with Limited Edition Fresh Bloom Eye Shadow whilst lips are romantic and glossy with Long Last Gloss Wear SPF15. This wearable collection can be custom-fit to create a variety of looks for any occasion and is perfect for every skin tone.

The new High Impact Curling Mascara will be available in Black and Black/Brown at Clinique counters nationwide from February.

About Clinique (<http://www.clinique.co.uk/>)

Introduced in 1968, Clinique was the first ever dermatologist-created, prestige cosmetic brand. Today, Clinique's mission remains what it was from the beginning: to provide the highest quality and most effective collection of products to enhance every skin type and tone. The brand's customised approach and quality products - all meticulously tested and carefully formulated with the latest science - have made Clinique one of the leading skin care authorities in the world. All makeup and Skin care ([http://www.clinique.co.uk/skin\\_care/index.tmpl](http://www.clinique.co.uk/skin_care/index.tmpl)) products are allergy-tested and 100% fragrance free. Clinique offers products for men and women of all ages and ethnicities. Clinique is sold in more than 130 countries and territories, and over 16,000 sales locations.

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