




NATURE'S FORMULA

Our natural formula offers a lightweight creamy texture that coats the lashes leaving them flexible and lifted with a HD defined volume look.

BENEFITS

-  Creamy and soft texture
-  Volumising Effect
-  Lashes **defined** but **flexible**

Wait! There's more...

The formula is enriched with a special oil in functional dose that **induces the eyelashes length**. This oil is an extract from a Pistacia lentiscus tree, which releases solidified crystals to the ground also called 'crystal tears'.



INGREDIENTS PLANT BASED



Berry Wax: Derived from berry fruit peels, gives **softness** to the texture.

Rise Bran Wax: Obtained from rice husks, gives **consistency** and **fluency** to the mascara.



Plant-Based Film: Produced from pea starch, gives a **long-lasting effect** and **prevents colour transfer** during makeup application.

SUSTAINABILITY ECO MATERIALS

How is Kamaskara different?

You've probably seen mascaras in bamboo packaging before, so you may be wondering.. what is so special about this one?

Sustainable Materials

For a more sustainable solution we replaced the plastic **inner bottle with glass instead!**

The bamboo cover offers an extra protection to the inner glass bottle. Bamboo is a sustainable material, it grows much faster than trees, absorbing more carbon dioxide and releasing oxygen as it grows.



ONE STEP FURTHER







With sustainable packaging we wanted to go one step further and offer a mascara that was **completely Vegan!**

Our unique serum-mascara lengthens, lifts and gives super defined lashes with 94% of the ingredients being of natural origin.



Ink-free laser engraving. Imperfect charm of natural bamboo

Kamaskara gives anyone with a passion for makeup a mascara that is **as eco-friendly as possible!**

- SUSTAINABLE MATERIALS 
- REFILL TECHNOLOGY 
- GLASS INNER BOTTLE 
- VEGAN FORMULATION 



KaMASKARA
KIND TO NATURE

You now have your first mascara that is **truly kind to nature**

MADE IN ITALY

REFILL DESIGN REPLACEABLE

Once you finish your first bottle of mascara, the brush is designed to be kept and used with a **new refill**.

Why is this sustainable?

- ♥ The refill bottle which is discarded after use is made of two sustainable materials: **glass and bamboo**.
- ♥ Even though the mascara brush is made from plastic and silicon, this is meant to be **reused** many times.
- ♥ The refill bottles are sealed with an **aluminium cap**, one of the most environmentally friendly metals on the planet.

HOW TO SWAP YOUR NEW REFILL

1.

Unscrew Aluminium Lid from refill.



2.

Slot wiper into refill.



3.

Add mascara wand from previous bottle.



4.

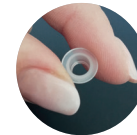
Your refilled mascara!



INTRODUCING MASCARA WIPER

Meet the Mascara Wiper..

What is the mascara wiper? It's this special small piece of plastic which makes sure you don't pick up too much product. To make this sustainable, we made it **re-usable!**



Included in our pack is a triangle shaped tool which helps you remove the inner wiper after you finish your bottle, this can be transferred to your next refill bottle, **no plastic waste!**



Accidentally thrown away your reusable wiper? Don't worry! When you buy your new refill, you can request a new wiper to be included.

HOW TO REMOVE AND REUSE THE MASCARA WIPER

1.

Slide the triangle tool under the wiper.



2.

Lift the tool to remove the wiper.



3.

Clean the wiper with water.



4.

Slot the wiper into the new bottle.



SUSTAINABLE WITH STYLE

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