

PRODUCT INFO

ENHANCING LASH & BROW SERUM

0.14 fl oz /4 mL

Love your lashes with Enhancing Lash & Brow Serum, exclusively created in collaboration with Dr. Nassif of *Botched* to give you captivating eyelashes and eyebrows. Featuring a formula filled with Keratin, peptides, and botanicals, Enhancing Lash & Brow Serum fortifies and nourishes your lashes and brows from their roots. See eye-catching results in less than a month with lashes and brows that look healthy, strong, and lush. It's an Enhancing Lash & Brow Serum that's more than meets the eye.

Features and Benefits:

- Visibly improves eyelashes to appear thicker, longer, darker, and more texturized
- Enhances eyebrows to look healthier, fuller, and denser
- Includes clinically proven ingredients that deliver noticeable results in less than a month
- Nourishes and conditions from the root, helping strengthen and protect against breakage
- Uses Keratin, peptides, and botanicals to boost appearance of length and volume



INGREDIENTS

Water, PEG-6 Caprylic/Capric Glycerides, Propanediol, Glycerin, Horsetail Kelp (*Laminaria Digitata*) Extract, Channeled Wrack (*Pelvetia Canaliculata*) Extract, Millet (*Panicum Miliaceum*) Seed Extract, Hydrolyzed Keratin (wheat), Phenoxyethanol, Carbomer, Lecithin, Sodium Hydroxide, Propylene Glycol, Myristoyl Pentapeptide-17, Caprylyl Glycol, Glyceryl Caprylate, Phenylpropanol, PPG-33-Buteth-45, Sodium Benzoate, Disodium EDTA, Dipotassium EDTA, Butylene Glycol, Xanthan Gum, Ethylhexylglycerin, Allantoin, Sorbitol, Panthenol, Cetrimerium Chloride.

DIRECTIONS

Apply daily to the roots of your clean, makeup-free eyelashes and brows.

Caution: avoid direct contact with eye.



Individual results can and will vary. It Works! cosmetic products are purely cosmetic in nature and do not claim to cure/treat/prevent any skin & hair-related disorders. If you are allergic to any ingredients listed, or are under treatment or on medication for your eyes or skin, please consult with your physician prior to use.



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ENHANCING LASH & BROW SERUM

FREQUENTLY ASKED QUESTIONS

How and when should I use Enhancing Lash & Brow Serum?

Use Enhancing Lash & Brow Serum before bedtime every night for optimal results. After cleansing your face and removing all make-up from your eyes and eyebrows, use the wand applicator to apply the serum directly to the base of your lashes and brows. When applying to your lashes, start from the inner corner of your eyelid and move outward, smoothly applying serum near the roots while avoiding any contact with your eye. Then, let the serum work while you sleep to give you the lashes and brows of your dreams.

Why should I use Enhancing Lash & Brow Serum?

Your eyebrows and eyelashes define your face—especially when they're bold and attention-getting. Everyone wants beautifully contoured lashes and brows, but sometimes nature doesn't deliver enough volume and length. Makeup application, styling products, and general wear-and-tear can also have drastic results on the condition of your lashes and brows. Over time, most lashes and brows become thin, brittle, and undefined. By using Enhancing Lash & Brow Serum, you can fortify your lashes and brows to look longer, fuller, lush, and replenished. The clinically proven peptides and plant extracts in this exclusive formula provide noticeable results in less than a month, helping deliver the best lashes and brows possible.

PRO TIP:

When applying Enhancing Lash & Brow Serum to your eyelashes, add it to your top lashes first. Then, bat those lashes! Blinking is the quickest, easiest way to spread the serum to your lower lashes. Be sure to let the serum dry for a few minutes before going to bed.

What are some of the key, active ingredients in Enhancing Lash & Brow Serum?

Enhancing Lash & Brow Serum includes many beneficial ingredients, like:

- **Keratin** – A protein building block that supports healthy, lush eyelashes and eyebrows
- **Fortifying peptides** – Clinically proven to enhance the appearance of thickness and length in lashes and brows
- **Encapsulated plant extracts** – Clinically proven to improve the look of eyelashes with horsetail kelp, channeled wrack, and millet seed
- **Panthenol** – Uses Vitamin B5 to fortify and nourish the roots of lashes and brows where growth occurs

The formula is also free from ingredients like synthetic prostaglandin analogs, which are known to discolor and irritate your skin.

What does Enhancing Lash & Brow Serum do?

Enhancing Lash & Brow Serum fortifies fragile eyelashes and eyebrows from their bases, using Keratin and nourishing peptides for beauty-boosting support that leads to a strong, healthy appearance. As a result, you'll see lashes and brows with noticeable enhancements from the root up—in less than a month!

How was Dr. Nassif involved in developing this product?

Enhancing Lash & Brow Serum was designed exclusively for It Works! in collaboration with Paul Nassif, M.D., the world-famous Beverly Hills skincare expert, plastic surgeon, and television personality from *Botched*.

Can Children or teens use Enhancing Lash & Brow Serum?

Enhancing Lash & Brow Serum is recommended only for adults ages 18 years and older.

