

# Nu Colour® Nutriol® Eyelash Treatment

**GO STRONG. GO LONG.**



## Product Overview

*Indulge your lashes.* With Nu Colour® Nutriol® Eyelash Treatment, longer, fuller lashes are just a stroke away. Featuring Tricalgoxyl®, a seaweed derivative rich in polysaccharides, this clear gel strengthens and lengthens delicate lashes from roots to tips. Perfect alone or under Nu Colour® Defining Effects Mascara, this conditioning formula is the ultimate in lash care.

## Target Audience

Designed for those who want to condition and strengthen their eyelashes.

## Product Benefits

- Conditions and protects delicate lashes.
- Adds volume and thickness.
- Defines and separates eyelashes.
- Extends the wear of your mascara.

## Key Ingredients

- **Tricalgoxyl®**—conditions eyelashes while making them appear fuller and healthier.
- **Essential minerals**—copper, zinc, magnesium, iron, and silicon nourish your eyelashes for optimal growth and strength.

## Usage

Apply Nu Colour® Nutriol® Eyelash Treatment\* to clean, dry eyelashes to condition and strengthen them. Wear alone or immediately follow with Nu Colour® Defining Effects Mascara.

\* To avoid moisture loss in the tube when applying product, swirl the brush in the tube instead of pumping the brush up and down.

## FYI

Nu Colour® Nutriol® Eyelash Treatment is not only a lash conditioner, but also an excellent brow styling and conditioning gel. After using Nu Colour® Defining Effects Brow Liner and brush to

achieve your desired brow style, apply Nu Colour® Nutriol® Eyelash Treatment to “set” the look and condition your brows.

## Testimonial

“Nu Colour Nutriol Eyelash Treatment is one of my favorite products. Featuring Tricalgoxyl, it helps make my lashes appear fuller and healthier! On my days off, I wear it alone, and when I’m working or going out, I use it on my lashes before I apply Nu Colour Defining Effects Mascara. At bedtime, I always reapply it so my lashes can benefit from the nutrients while I sleep. My lashes look thicker and longer—just the way I like them!”

—Suzanne Barnes, Professional Makeup Artist

## Complementary Products

- **Nu Colour® Defining Effects Mascara**—an advanced mascara with a unique brush designed to lengthen and separate without clumping or smudging so your lashes look longer and more noticeable.
- **Nu Colour® Defining Effects Smooth Eye Liner**—a gentle eye lining pencil that lets you perfectly accentuate your eyes with fine, precise lines; softly blended lines; or smoky, smudged lines.
- **Nu Colour® Desired Effects Eye Shadow**—these velvety-soft shadows blend smoothly and are available in a range of classic, customizable shades that accentuate your eyes.
- **Nu Colour® Defining Effects Brow Liner**—this powdery soft formula glides on gently, looks natural, and perfectly defines brows with rich color.
- **Nu Colour® Eye Makeup Remover**—a nongreasy, hypoallergenic, pH balanced formula that combines natural rice bran with gentle emollients and cleansers to thoroughly remove makeup while providing moisture to the delicate eye area.

## Frequently Asked Questions

*What is the difference between Nu Colour® Nutriol® Eyelash Treatment and other eyelash primers on the market?*

# Nu Colour® Nutriol® Eyelash Treatment

Eyelash primers generally line the eyelashes with a white formula that provides extra volume, giving the appearance of multiple coats of mascara without the clumping so often associated with applying additional coats. Nu Colour® Nutriol® Eyelash Treatment not only thickens the eyelashes like other primers, it also remineralizes the lashes for optimal growth. In addition, Nu Colour® Nutriol® Eyelash Treatment goes on clear so it can be worn alone or underneath your mascara.

## ***How does Nu Colour® Nutriol® Eyelash Treatment help my lashes appear thicker and fuller?***

As a primer, it coats the lashes, providing more surface area to which your mascara can adhere. As a treatment, it contains nourishing minerals and Tricalgoxyl®, a clinically proven seaweed derivative rich in kelp sulphated oligosaccharides (polysaccharides) that works with other essential ingredients to remineralize the lashes, helping them regain their natural health and strength. Developed by a European laboratory with more than 40 years of experience in the field of trichology (the study of hair and scalp treatment), Tricalgoxyl® is derived from a particular species of brown algae grown and collected on the Iroise Biosphere Reserve in France.

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## ***What ingredients in Nu Colour® Nutriol® Eyelash Treatment condition my lashes?***

Tricalgoxyl® and essential minerals provide nourishment to the lashes, giving them a thick, healthy appearance.

## ***What are the benefits of wearing Nu Colour® Nutriol® Eyelash Treatment at night?***

Reapplying this treatment product at night supplies needed nutrients to your eyelashes around the clock to promote healthy lashes.

## **Ingredients**

Water, Hamamelis Virginiana (Witch Hazel) Water, Butylene Glycol, PVP, Kelp Sulphated Oligosaccharides, Saccharomyces Zinc Ferment, Saccharomyces Copper Ferment, Saccharomyces Magnesium Ferment, Saccharomyces Iron Ferment, Saccharomyces Silicon Ferment, Sorbic Acid, Hydroxyethylcellulose, Triethanolamine, Phenoxyethanol, Methylparaben, Propylparaben.

