

FOR IMMEDIATE RELEASE
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SPINLASH™: INTERACTIVE MAKE-UP BY AKASHA™
MASCARA THAT LINES, COATS AND CURLS

San Francisco, CA – It's not the size of the brush, it's the motion of the motion. While all the other cosmetics companies rely on new formulas and brushes to improve their mascaras, cosmetics company, Akasha™ has taken its innovative new mascara, SPINLASH™, a step further! Not only does SPINLASH™ **gently rotate to remove clumps**, coat and separate with every turn, it also applies a liquid line of eyeliner. It applies **mascara, eyeliner, and curls your eyelashes all at the same time!**

Eyeliner can be difficult to apply – especially the hot, liquid liner look! Now SPINLASH™ let's you apply eyeliner without the hassle of attempting to draw a perfect line on your eyelid.

Patent-pending SPINLASH™ utilizes a gently rotating synthetic brush that simultaneously combs and coats – creating perfect lashes every time. And for women who use eyeliner as a part of their beauty routine, there is now one less step with SPINLASH™. "We sent out samples," says Barbara Carey, inventor of SPINLASH™, "and our customers were actually the people to discover the innovation. We started getting feedback that if you hold the wand at the base of the eyelashes and pause for just a moment, before stroking upwards, you actually get a perfect coating of mascara and a flawless application of eyeliner - all at the same time! **Now that is an advance we hadn't counted on.**"

For more information visit SPINLASH.COM

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AVAILABLE MARCH 2008 at TARGET, CLAIRE'S, ICING and FRED MEYER.

