

FOR IMMEDIATE RELEASE
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SPINLASH™: DOES SIZE MATTER?

It's not the **size of the brush**, it's the **motion of the potion**.

San Francisco, CA – Bigger isn't always better. In choosing a mascara, size matters. It can't be too small, and it can't be too large. It's not the size of the brush, it's the motion of the potion.

Introducing **SPINLASH™** mascara by Akasha™, **the first mascara that revolves around you™**. The mascara world hasn't seen meaningful innovation for years. There are a plethora of me-too products attempting to solve the "clumping problem" in one of two ways – the brush or the formula. SPINLASH™ takes an innovative new approach to clumping and mascara application. SPINLASH™ utilizes a gently rotating synthetic brush that simultaneously combs and coats natural, unruly lashes – creating perfect lashes every time.

"At Akasha™, we set out to solve the clumping problem in a way that would enhance the experience of applying mascara," says Barbara Carey, Inventor of SPINLASH™. Akasha™'s interactive beauty line is a result of blending art, fashion and femininity with design and function. The goal is to create unique products that are an extension of the woman herself. "Our early customers are telling us that we hit a home run with SPINLASH™," smiles Carey as she bats her own beautiful lashes, courtesy of SPINLASH™.

For more information visit SPINLASH.com

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