Beat: Lifestyle

KAT VON D BEAUTY Launches GROUND-BREAKING 100% VEGAN MASCARA

JACKIE CRUZ As Global Campaign Face

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USPA NEWS - "Orange Is The New Black" Actress Is The Brand's First Celebrity Face for Their First Mascara In Five Years. Highly anticipated from the Brand that brings you their #1 Award-Winning Liquid Liner Tattoo Liner, Kat Von D Beauty is launching an Innovation in Beauty with its High Performance, Vegan volumizing Go Big or Go Home Mascara launching April 19th Worldwide featuring Jackie Cruz as the Campaign Face.

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Go Big or Go Home is an Extreme Volume Vegan Mascara with Ultra-Long Wear that's powered by Plant-Based Fats. The Result : Mega Volume and Intense Black Lashes that last and last - no Smudges, Flakes or Clumps (no matter how many Layers you apply) ! The 100% Vegan Formula contains a Plant-Based Blend of Waxes from Olive & Sunflower Oils, which provides the Base for Extreme Vegan Volume. Nourishing Sunflower and Olive Oils are their Solution to replacing the Beeswax typically found in most Mascaras.

The Blackest of Black Pigment and its Plant-Based Blend creates a Creamy Texture, while the Signature Fluff Brush, inspired by a Round Bristle Hairbrush, creates a Super Volumized Blown-Out Look for your Lashes. The Wavy Fiber Bristles on the Fluff Brush hold on to more Formula to perfectly separate Each Lash at the Lash Line for a fanned out, Eye-Opening Effect.

The Formula and Signature Fluff Brush paired together, yield an easy-to-apply Mascara that glides on eEffortlessly - catching and coating Every Lash, for Fluffy, Full, Intense Coverage. You can stay big until you go home with the New Go Big or Go Home Mascara.

Kat Von D Beauty Go Big Or Go Home Mascara are available in Canada since April 19, 2019 online at Katvondbeauty.com, Sephora.com and in Stores at Sephora. Kat Von D Beauty has won more than 100 Awards Globally. The Brand is distributed in 36 Countries across North America, Latin America, Europe, South East Asia, Australia, the Middle East, Scandinavia, Russia, the United Kingdom and Ireland.

Source : Kat Von D Beauty

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