

EYELASH GROWTH SERUM THAT WORKS



XXTRALASH™

PRODUCT TRAINING



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PRODUCT TRAINING: KEY BENEFITS

When developing XXTRALASH, our talented R & D team considered the approach of all lash products on the market today - their advantages and disadvantages in order to formulate a serum, that was not only geared to deliver results, and faster. The key to XXTRALASH – **minimal to no side-effects...**

XXTRALASH has a simple mission:

- ✓ **Stimulate New Growth**
- ✓ **Repair Weak Thinning Lashes**
- ✓ **Nourish the Eyelash**
- ✓ **Helps Prevent Lash Loss**



XXTRALASH is clinically and dermatology tested for both its safety and efficacy.

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PRODUCT TRAINING: INGREDIENTS

KEY INGREDIENTS:

- **Hydrolyzed Soy Protein:** helps repair damaged lashes
- **Magnesium Ascorbyl Phosphate & Vitamin C:**
antioxidant booster that helps nourish and fortify lashes
- **Adenosine:** nourishes lashes
- **Myristoyl Pentapeptide-17:** helps improve appearance of lash length, stimulate growth through the hair follicle and softens the lash
- **Lysophosphatidic acid:** growth stimulator that helps improve appearance of lash length, growth, and softness.

All Ingredients are
considered GRASE
(Generally Regarded As
Safe and Effective) by the
US FDA

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PRODUCT TRAINING: CHARACTERISTICS

PRODUCT APPEARANCE: Gel Serum

AROMA: None

PRODUCT CATEGORY: Cosmetic

SKIN TYPE: All Skin Types.

DIRECTIONS FOR USE: Brush onto base of eyelashes at night.

WHEN TO USE: Daily.



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PRODUCT TRAINING: COMPETITION

XXTRALASH	Latisse
Active ingredients: peptides, vitamins and proteins	Active ingredient: Bimatoprost 0.03% (Prostaglandin)
No prescription	Prescription treatment for hypotrichosis
No FDA Recalls	FDA Recalled
Dermatologist tested and clinically proven	Promotes hair growth on contact with skin
No side effects. No darkening, or pigmentation	Side effects: Itching, burning, redness and eyelid skin darkening, and instances of changes in lash and eye colour
Once reached maximum potential, it requires minimal application to maintain results.	If discontinued, lashes gradually return to their original state.
Increase up to 80% of eye lash growth and density in 4 weeks	Full results at week 16
Easy application (one system)	Must use a Dropper and special applicator
Presentation: 3ml	Presentation: 5ml

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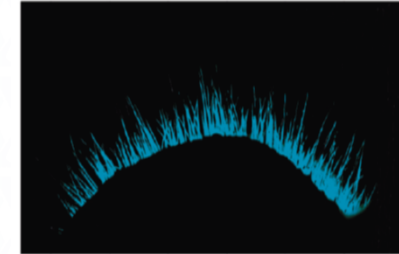
PRODUCT TRAINING: EFFICACY

In just 4 weeks, 100% of patients reported having the appearance of thicker, fuller, longer and darker lashes.

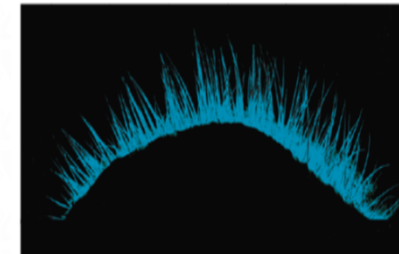
Patients experienced an avg. increase in the appearance of eyelash length and density of 54% - 82% in 4 weeks with daily use.

RIPT and Corneal Opacity Tests resulted in zero signs of irritation.* This does not mean that it will not irritate if serum gets onto the eye.

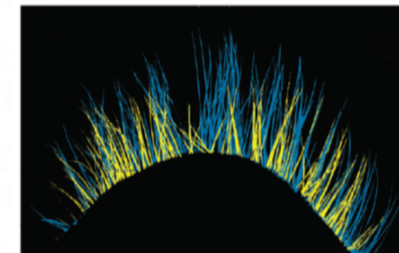
(Patient A) Baseline



(Patient A) Week 4
(82% Increase in eyelash length & density)



(Patient B) Baseline = Yellow



(Patient B) Week 4 = Blue
(67.08% increase in eyelash length & density)

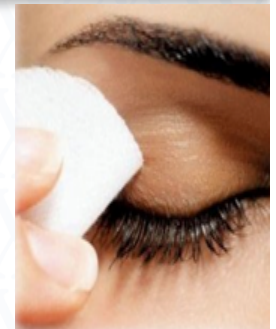
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**PRODUCT TRAINING:
HOW TO USE**

1. Remove all make up from the eyes.
2. Clean and dry near areas before each application.
3. Apply a thin layer to skin at the base of the eyelashes.
4. Repeat Step 1 – 3 twice per day for best results.





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PRODUCT TRAINING:
HOW TO USE

Please be advised that results may vary for each patient.

We recommend that the practitioner take a Before & After photograph in the same position, angle and with the same camera.

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**THANK
YOU !**

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