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**Clinique launch new Lash Power Mascara**

*Clinique, a leader in makeup innovation, has launched a new long-wearing mascara. Lash Power Mascara vows to stay pretty for 24 hours using a unique thermal sensitive technology.*

**/24-7PressRelease/** - February 09, 2008 - Clinique, of the world's largest producers of prestige makeup and skin care, has launched a new and innovative long-wearing mascara - Lash Power Mascara, which vows to stay pretty for 24 hours.

The new Lash Power Mascara from [Clinique](#), has been created for the woman who wants lashes that last all day - 24 hours to be exact. Initially developed for the humid Asian environments, this super long-wearing formula will not smudge ensuring that the [mascara](#) stays where it belongs - on the lashes, not the face. Its unique formula uses advanced thermal sensitive technology to resist rain, pool water, tears, sweat, sebum and, of course, humidity. The new product delivers fantastic results that last for 24 hours yet when it comes time to take it off, there is no pulling or tugging required.

New Lash Power Mascara is removed by warm water. Simply by soaking a cotton pad with very warm water (39C/103F is ideal) and gently pressing to lashes to loosen the mascara, then washing the face is enough to remove the New Lash Power Mascara.

With new Lash Power Mascara, eyes look enhanced and more beautiful than ever before. New Lash Power Mascara precision brush naturally lengthens and separates lashes without flaking and clumping, leaving them with a natural, feathered look. The innovative new brush is small and easy to maneuver as it reaches every lash. With its oval shape and narrow tip, this brush easily coats lower lashes, the corners of the eye and even the smallest of lashes. Unique bristles comb through each lash, quickly and easily providing a rich but natural look.

Like all Clinique [eye makeup](#), new Lash Power Mascara is 100% fragrance free, allergy tested, ophthalmologist tested and suitable for contact lens wearers.

**About Clinique**

Introduced in 1968, Clinique was the first ever dermatologist-created, prestige [cosmetics](#) brand. Today, Clinique's mission remains what it was from the beginning: to provide the highest quality and most effective collection of products to enhance every skin type and tone. The brand's customised approach and quality products - all meticulously tested and carefully formulated with the latest science - have made Clinique one of the leading skin care authorities in the world. All makeup and skin care products are allergy-tested and 100% fragrance free. Clinique offers products for men and women of all ages and ethnicities. Clinique is sold in more than 130 countries and territories, and over 16,000 sales locations.