



How does blinc mascara AMPLIFIED differ from original blinc mascara?

	MASCARA	MASCARA AMPLIFIED
LOOK		
volumizing	■ ■ ■ ■ ■	■ ■ ■ ■ ■
lengthening	■ ■ ■ ■ ■	■ ■ ■ ■ ■
defining	■ ■ ■ ■ ■	■ ■ ■ ■ ■
curling	■ ■ ■ ■ ■	■ ■ ■ ■ ■
appearance	natural	glam
APPLICATION		
traditional application	no	yes
buildable volume & length	yes (within 90 seconds)	yes
brush type		
WEAR		
long lasting	■ ■ ■ ■ ■	■ ■ ■ ■ ■
non-irritating	■ ■ ■ ■ ■	■ ■ ■ ■ ■
flake-proof	■ ■ ■ ■ ■	■ ■ ■ ■ ■
clump-proof	■ ■ ■ ■ ■	■ ■ ■ ■ ■
better than water-proof	■ ■ ■ ■ ■	■ ■ ■ ■ ■
smudge-proof	■ ■ ■ ■ ■	■ ■ ■ ■ ■
oily skin-proof	■ ■ ■ ■ ■	■ ■ ■ ■ ■
holds lash curl	■ ■ ■ ■ ■	■ ■ ■ ■ ■
REMOVAL		
lots of water to slide tubes off	most effective	most effective
water-based remover	somewhat effective	somewhat effective
oil-based remover	least effective	least effective
rub-free removal	yes	yes
tint or residue buildup left behind	no	no
NOTEWORTHY		
original tube forming technology	yes	yes
ideal for contacts & sensitive eyes	yes	yes
great for false lashes & extensions	yes	yes
can be used as a seal over other mascaras	yes	yes
healthy non-penetrating formula	yes	yes

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