

Press Release – For use from 12th October 2020

Satisfy Your Lash Lust!

HIVE® Lash provides professional care for natural, lifted or tinted lashes & brows

Lashes & Brows are **BIG** business, this fact has been further affirmed recently with lash lifts and brow laminations becoming mainstays of beauty salon service offerings. Following the overwhelming success of their own re-branded tint range and the creation of HIVE® Dual Action LashLift products, it was a natural evolution for HIVE® to create the next stage in satisfying salons and their clients' insatiable craving for complimentary products to lash treatments. Presenting professional care for natural, lifted or tinted lashes & brows, **HIVE® Lash Lust Growth & Care Serum 10ml, available end of October.**

Designed to meet your every lash desire, HIVE® Lash Lust Serum deeply nourishes and conditions natural, lifted or treated lashes and brows. When used daily the advanced formulation aids hair growth helping to enhance the look, volume and strength of eyelashes and eyebrows. Creating visible results to delight lash lovers after just 15 days!



The advanced Biotin Complex helps eyelashes and eyebrow hairs to appear longer, fuller and stronger. Enriched with Jojoba Seed Oil and Glycerin, the moisturising formula will promote vibrant, healthy eyelashes and eyebrows.

Simple in its application, means HIVE® Lash Lust Serum is a fantastic retail opportunity for salons as an aftercare product for clients who have had a tint, lash lift or brow lamination. Applied to the treatment area once a day using the easy to apply applicator brush. Just 3 brush strokes to the inner and outer lashes or brow hairs and 4 brush strokes to the centre lashes or brow hairs is all that is required to help maintain their new look and promote healthy hair.

All of this leaves just one question to be answered, isn't it time you satisfied your Lash Lust?

HIVE® Lash Lust Growth & Care Serum 10ml

The HIVE® Lash range is available from all good wholesalers. For high resolution images please contact David Sneddon at Hive of Beauty Ltd on 0141 814 3260 or email david@hiveofbeauty.co.uk