

# Lash & Brow Facts

## 1. They are the same as other hair.

Like all the human hair, eyelashes are biological polymers, about 10% water and 90% proteins, such as keratins and melanins, substances that give hair its color.

## 2. They fall out naturally.

Real eyelashes shed on a 30-day cycle, so your lashes will fall out naturally.

## 3. They fall out daily.

Losing 3 to 5 lashes a day is normal.

## 4. They are continually growing and being replaced.

Lashes and brows have a 3 phase growth cycle: the "growing phase" lasts about 45 days, and is followed by a "declining phase" when growth stops for about 3-4 weeks, and a final 2 week "shedding phase" when the follicle rests and the lash falls out. After this period, a new cycle begins and the hair is regenerated. At approximately 3 months, an eyelash's growth cycle is much shorter than the hair on your head — which is one reason lashes do not grow very long.

## 5. They protect your eyes.

Eyelashes keep dirt, sweat, water, and other unwanted debris out of the way.

## 6. The upper and lower lashes are different.

The top eyelid has 200-300 lashes and much fuller than the lower eyelid (100).

## 7. They vary in length.

Middle lashes are much longer than side lashes. The longest eyelash on record was 2.75" long and the average lash length is about 10 millimeters (0.4").

## 8. We've been styling them since 4,000 BC.

Early eyelash tools have been found in Ancient Egypt, but modern eye cosmetics, as we know them, were created in 1913.

# OcuLash®

Professionally Recommended  
Non-Prescription Lash and Brow Gel

The 1st Step to  
Longer, Lusher,  
Fuller Looking  
Lashes



- » For use as the initial step to healthier lashes and brows --- prior to Latisse® (Allergan). OcuLash is drug-free; it does not contain bimatoprost, the active ingredient in Latisse and will not darken eyelids or change iris pigmentation.
- » Vitamin, botanical and lash enhancing ingredients help strengthen, protect and revitalize eyelashes in 2-4 weeks.
- » Featuring PeptiPlex®, advanced peptide complex, supports the natural, renewal cycle of lashes so they look lush, healthy and rejuvenated.
- » Defends against damage by hydrating; minimizes breakage.
- » Helps lashes recover from environmental, chemical and physical damage and return to a healthy state.
- » Appropriate for upper lashes, lower lashes and sparse or thinning brows.
- » No parabens, fragrances, colorants, petroleum products, or propylene glycol. No known allergens: gentle for sensitive eyes.
- » Recommended by Optometrists, Ophthalmologists and Skincare Professionals; doctor tested and clinically evaluated.

OcuLash --- the non-prescription, less expensive, natural and safe start to healthier lashes and brows

For more information call, toll-free, 1-888-325-2395 or email, info@mediniche.com



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St. Louis, MO 63017

What Can You Do to  
Improve Your Lashes without  
a Prescription and at a  
Reasonable Cost?

Introducing:

# OcuLash®

Professionally Recommended  
Non-Prescription Lash and Brow Gel



New and Improved  
Non-Prescription Lash and  
Brow Enhancing Serum  
from MediNiche!



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# OcuLash®

## A Sound Rationale for Use

### Why?

On a daily basis, lashes and brows face severe environmental factors that can cause them to fade, thin, break and even fall out. Shampoos, cleansers, mascaras, curlers, artificial lashes, tinting, perms, sun, free radicals and the aging process can all contribute to unhealthy and weakened lashes and brows. OcuLash helps defend against damage by providing a formula that supports, promotes and hydrates lashes and brows; helping them return to a healthy state in weeks.

### Healthy and Reasonable First Choice

- Quality cosmeceutical ingredients. Non Rx; no drugs, parabens or petroleum products. Gentle, hypoallergenic formula for sensitive eyes.
- Does not contain bimatoprost, the prescription active ingredient in Latisse® (Allergan). Will not darken eyelids or change iris pigmentation.
- Reasonably priced

### Multi-Use

- Can be used on the base of eyelashes, along the brow line and on eyelids.
- Works beautifully as a lash plumper under mascara.

### Perfect Application

- Gel formula is not runny, absorbs completely and cleanly, no residue and cannot be felt on the skin.

### Developed with Care

Professionally reviewed and endorsed by eye doctors.

“I recommend OcuLash to all my patients that wish to help keep their lashes and brows looking thick, full and healthy. OcuLash is my first consideration prior to considering prescription treatments.”



Kathryn A. Reynolds, OD

# OcuLash®

## A Formula Designed to Get Results

Uniquely formulated to promote the appearance of longer, fuller, thicker and more lustrous lashes and brows in weeks.

### Features & Benefits

- Contains a healthy nutrient blend
- PeptiPlex® peptides help to thicken hair follicles
- Vitamins and moisturizing agents hydrate, condition and strengthen lashes and brows
- Thicker, fuller lashes in weeks, when used as directed
- Gentle enough for contact lens wearers and sensitive skin
- Paraben-free, no known allergens

For a complete listing of OcuLash ingredients, visit [www.mediniche.com](http://www.mediniche.com), email your request to [info@mediniche.com](mailto:info@mediniche.com) or call 1-888-325-2395.

### How is OcuLash supplied and how do you use it?

OcuLash is a cosmetic product available in a tube with an applicator brush. The suggested use is to apply OcuLash along the lash line or over the brow area twice per day for the first 6 weeks, then apply nightly thereafter.

