

Get 43% longer lashes in one coat!*



- Boosts the visible length of lashes by 43% with just one coat.*
- Wears all day without smudging or flaking.**
- Removes easily without tugging.**
- Includes panthenol (vitamin B5) for conditioning benefits.

Did you know Mary Kay® Great Heights™ Mascara can be layered with other Mary Kay® mascaras to create a variety of unique lash looks? Try it for yourself!

Mary Kay[®] *Great Heights*[™] Mascara has women raving about the results. In fact, two out of three women would recommend it to a friend.** From “My lashes have never looked longer or fuller”*** to “It builds flawlessly, making my lashes look as long as artificial ones,”† this lightweight, long-wearing formula helps lashes reach their visible maximum length.

See significantly longer-looking lashes with each coat.†† Just one coat boosts your visible lash length by 43%.* Make the greatest impression with three coats of this buildable formula for 75% longer-looking lashes!†† Get even coverage with the easy-to-use precision brush that coats even the tiniest lashes as it separates and lengthens with no clumps. With *Mary Kay*[®] *Great Heights*[™] Mascara, your lashes won’t feel weighed down and will look fresh all day. Enjoy up to 12 hours of wear without smudging or flaking.‡

In an independent consumer study, women agreed:

- The formula does not smudge or flake during application – 93%**
- Lashes are separated – 93%**
- Lashes feel natural – 91%**
- Lashes immediately looked longer – 85%**

Ingredients:

To care for lashes, *Mary Kay*[®] *Great Heights*[™] Mascara includes panthenol (vitamin B5), a natural emollient and humectant for conditioning benefits, and antioxidant vitamin E. So not only do lashes look noticeably longer, but they also feel soft and healthy.

Formula Attributes:

- Dermatologist-tested.
- Ophthalmologist-tested.
- Tested for skin irritancy and allergy.
- Suitable for sensitive eyes and contact lens wearers.

Use-Up Rate:

Time will vary depending on individual usage.

*Based on an independent third-party clinical study in which 27 women applied one coat of mascara

**Based on an independent third-party consumer study in which 152 women used *Mary Kay*[®] *Great Heights*[™] Mascara as directed for seven days

***Miriam P., Miramar, Fla.

†Julia R., Jamestown, N.Y.

††Based on an independent third-party clinical study in which 27 women applied three coats of mascara

‡Based on an independent third-party clinical study in which 27 women wore the mascara for 12 hours