

# Press Release



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## **ARBONNE INTERNATIONAL INTRODUCES NEW TRIPLE ACTION MASCARA**

*Enhanced, Botanically Based Formulation Volumizes, Lengthens and Defines Lashes*

**IRVINE, CALIF., April 4, 2011** – Arbonne International, LLC (Arbonne) today introduced a new, reformulated Triple Action Mascara. Created from an entirely updated botanical ingredient profile, the new mascara delivers thick, long and defined lashes, while resisting smudging.

“From teens to women 65 and older, mascara remains the number one product in the daily makeup repertoire,” said Dr. Peter Matravers, Sr. Vice President of Product Development for Arbonne. “Our new mascara addresses some of the main concerns of daily wearers by maximizing volume and enhancing length. The new botanically based ingredients include fortifying conditioners to enrich moisture content and boost the overall look and feel of the lashes.”

Arbonne’s new Triple Action Mascara has a glamour enhancing extra-large brush to ensure complete coverage for defined lashes that can be achieved in just seconds.

The Triple Action Mascara is vegan certified, formulated without gluten, ophthalmologist tested and safe for contact lens wearers. All Arbonne products are pure, safe and beneficial and can be purchased through Arbonne’s extensive network of Independent Consultants, or online at [www.arbonne.com](http://www.arbonne.com).

Arbonne Cosmetics Triple Action Mascara

Net wt: 0.28 oz, \$30

Key Ingredients: polypeptides, lycium barbarum (gogi) fruit extract, marrubium vulgare, buddleja davidii, thyme extract, ribose, algae extract, beta vulgaris (beet) root extract.

#### About Arbonne

For three decades, Arbonne has been committed to enriching the lives of its Independent Consultants. Through unparalleled products, a strong, supportive community and a generous compensation plan, Arbonne provides the opportunity to achieve prosperity and freedom, and to live beautifully. The company creates personal care and wellness products that preserve and enhance the skin, body and mind. At Arbonne, beauty begins with premium botanical ingredients, an integrative approach to beauty and an unwavering commitment to pure, safe and beneficial products. Arbonne products are available at [arbonne.com](http://arbonne.com) and through a network of Independent Consultants in the United States, Canada, Australia and the United Kingdom. For more information, please visit [www.arbonne.com](http://www.arbonne.com).

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