

BABE LASH.®

*Volumizing  
Mascara*

LAUNCH

# *the Reveal*

The next must-have Babe Lash product is coming and it's  
lash-changing! Are you ready for it? Trust us, you are...

## PERSONA

**SHE'S SMART,  
INFORMED &  
KNOWS  
EXACTLY  
WHAT SHE  
WANTS. IT'S  
A MOOD.**

## POTENTIAL HEADLINES

Swipe the hype!

Swipe it, Coat it, Love it!

For Lash Lovers Like You!

Are you ready for it?

Next up is...

Next up in the Babe Lash line up

Your Next Lash Obsession! \*Wink wink

Up the volume!

Wanna Know a Secret?

## POTENTIAL SUBJECT LINES

Tap to unwrap your next obsession!

New Babe Lash coming in hot!

New and just for you!

Unwrap your next lash obsession!

But first, new Babe Lash!

## POTENTIAL CTA'S

Tap to Unwrap

Shop! Shop! Shop!

Stay Tuned

Get it, Babe!

Lash Out!



NEW EPISODE

# THE DARING

NO. 76

## ROMANTICS

now, on iTunes, Spotify, and Stitcher

**YOUR NOT SO SUPER EGO**

self-titled

BLACK OPTIC

# Save

NORDSTROM

Women Men Shoes Handbags Accessories Beauty Designers Juniors Kids Sale

## WHAT WE LOVE

RIGHT NOW

1

### BREEZY DRESSES

INCLUDING STYLES BY FREE PEOPLE

SHOP NOW >

QUICKIE

wellness

/ SHOP / WELLNESS ESSENTIALS

LAZY OAF

## SUMMER 14

& MAGAZINE LAUNCH PARTY

DOM 26 ABRIL 21HS

# SKA RST IND

MOWEEK RUNWAY

*margo*

BARIDON



A LITTLE

BIT OF LACE

Throwback details bring your look full-circle.

SHOP CAMIS



## Slip away

Sensual silhouettes with delicate details mix well with grown-up grunge accessories for an ode to the '90s.

SHOP SLIPS

## NEW IN

### FOR SUMMER

Animal print jumpsuits, throw-on slip dresses and candy-coloured sandals - the coolest pieces for easy summer dressing have landed.

SHOP NEW IN

## MICHAEL KORS COLLECTION

SHOP LOGO HERE

HOME NEW IN WOMEN KIDS BLOG

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SHOP NOW

the

# BETWEEN SEASONS

sale

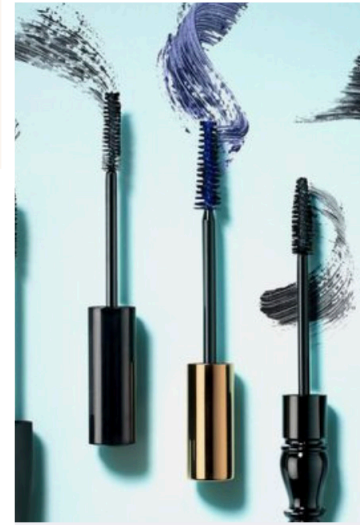
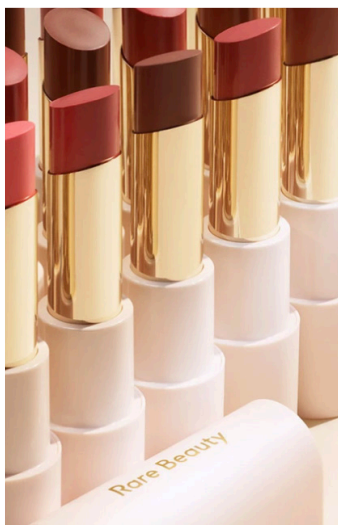
HANG IN THERE, SPRING STARTS IN JUST THREE WEEKS.



*Wednesday Vibes*  
**PROXIMA NOVA**



*Product Photography*



*Models*



