

# Naturlash

Future Innovation to further encourage  
**NEW Norms of Beauty**  
with simple ethical Choices

DESIGNED & MANUFACTURED BY :



**EYELASHESWORLD**  
MANUFACTURER OF THE WORLD'S  
BEST FALSE EYELASHES

[WWW.EYELASHESWORLD.COM](http://WWW.EYELASHESWORLD.COM)

**CATALOGUE**



## NEW NORMS OF BEAUTY

Millennials are now the most eco-friendly generation. They are aware that global warming is not going away and beauty industry has a great obligation and privileged to lead to more sustainable products and lifestyle. Eyelashesworld is happy and ready to join the club. We develop a new concept and a unique value proposition; from beginning preparation.

Our final goal is complete lashes that are eco-friendly, sustainable, vegan, cruelty free, packaged in recycled material.



## **Vegan and Cruelty-free**

We refuse to support this cruel practice by using only vegan and cruelty-free false lashes. This means our lashes products are not tested on animals. They also do not contain any animal-derived ingredients. They are still affordable and accessible and add the perfect touch to dramatic or everyday look.

## **Sustainable & Environmental Friendly**

### 1. FSC certified product component

FSC certification ensures that products come from responsibly managed forests that provide environmental, social and economic benefits.

### 2. Organic ingredients


Organic ingredients ensure the products contains no toxic chemicals. The ingredients are all natural.

### 3. PET Plastic (instead of PVC plastic)

PET is completely recyclable and it is one of the widest recycled plastic in the world. This also makes it an eco-friendly product.

## **Branding Recognition**

The communities are aiming to contribute to a more sustainable cause. This demand and opportunity surely shall not be wasted and can be highly rewarded. When brands are encouraged to adopt an eco-friendly, vegan, and cruelty-free values. Surprisingly, they receive a lot of recognition in the market.







**Band: Organic cotton band**

Organic cotton is generally defined as cotton that is grown organically without the use of any synthetic agricultural chemicals such as fertilizers or pesticides.

**Lashes Material:**

**Polyethylene Terephthalate (PET)**

PET is one of the most recycled thermoplastic, and has the number "1" as its recycling symbol, thus it is more environmentally friendly.



**Box Material:**

**Recycled/sustainable elements**

Box material is from kraft paper. Which is a recycling paper by which waste paper is turned into new paper products and with a higher demand of eco friendly products. Kraft paper is a great choice. So do the earth & yourself a favor.



**Tray Material:**

**Recycled/sustainable elements**

Tray material is from kraft paper. Which is a recycling paper by which waste paper is turned into new paper products and with a higher demand of eco friendly products. Kraft paper is a great choice. So do the earth & yourself a favor.



**Window Material:**

PET is one of the most recycled thermoplastic, and has the number "1" as its recycling symbol, thus it is more environmentally friendly.



Select our ranges of Naturlash Collections. The styles are open for customization. The lashes are suitable for daily or special occasions. Lash up and save the earth. You can do both.

**BM-R AJ281**



**BM-R AJ282**



**BM-R AJ283**



**BM-R AJ284**



**BM-R AJ285**



**BM-R AJ286**



**BM-R AJ287**





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