

MAKEUP

NEW | PARADISE
BIG DEAL
NEW MASCARA



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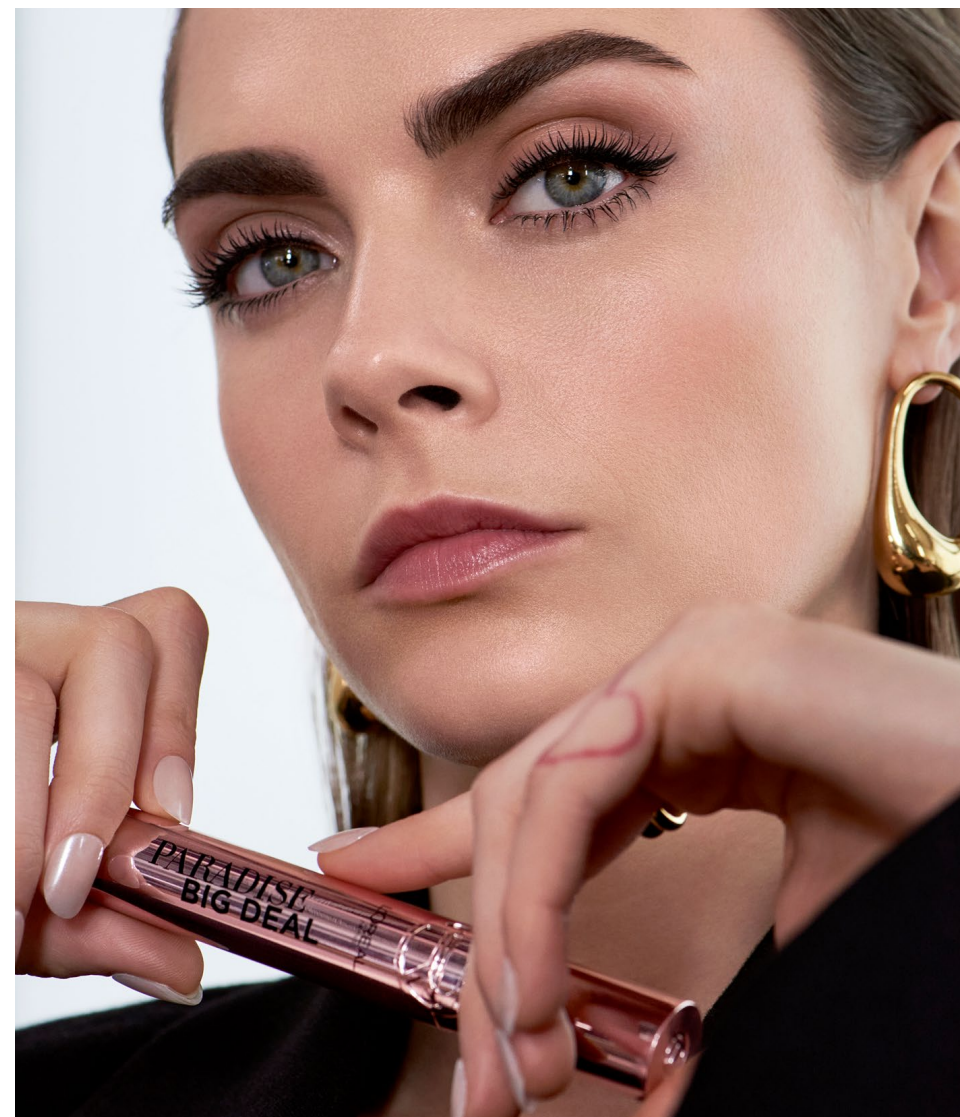


MAKE YOUR LASHES A BIG DEAL

Looking for a mascara that combines intense length and volume, buildability and lightweight feel?

Introducing L'Oréal Paris' new **Paradise Big Deal**: a dose of boldness for lashes. Fall head over heels **for endlessly buildable length and volume that doesn't clump, doesn't fall no matter how much you layer.** Catch every single lash with the innovative brush, ensuring precise application and lash by lash definition. **Boldness. Volume. Length. Precision. It's all yours.**

**UP TO +100% VOLUME AND LENGTH
THAT DOESN'T CLUMP.¹**



A BREAKTHROUGH CROSS-CONIC BRUSH

Don't skip a single lash. Discover L'Oréal Paris' new **cross-conic brush**. Build exceptional length and volume with alternating rows of **312 hybrid-length bristles** that evenly coat lashes one by one from root to tip. Long and short bristles work in harmony, **fanning, extending and volumizing lashes for buildable intensity** without clumping.



SHORT BRISTLES

stack on volume with zero weighdown.

LONG BRISTLES

comb through clumps, separate and extend lashes.

**ENDLESSLY BUILDABLE VOLUME AND LENGTH
WITH ZERO WEIGHDOWN.**



A SENSORIAL FORMULA THAT **SMOOTHLY WRAPS** **YOUR LASHES**

Bold in look yet gentle in feel, Paradise Big Deal offers **instant volume and length with a feathery-soft application** and a glide that's out of this world. Enriched with L'Oréal Paris' exclusive **SMOOTHFINITY FORMULA [+SELF-SMOOTHING COMPLEX™]**, Paradise Big Deal seamlessly builds smooth, voluminous lashes with a lightweight finish. More than a mascara, it's a feeling.

The new Paradise Big Deal mascara also exists in a waterproof formula that is easy to remove.

**NO SMUDGES, NO FLAKES. NO MATTER
HOW MUCH YOU LAYER.**





BEFORE

AFTER 15 STROKES

AFTER 30 STROKES

HIGH-IMPACT LASHES WITH EVERY STROKE

PROVEN BUILDABILITY

Clinically tested under dermatological control, Paradise Big Deal provides **buildable impact** making it easier to **achieve** beloved volume and length results.

PARADISE BIG DEAL MASCARA GIVES:

**Up to +100%
volume and length**

THAT DOESN'T CLUMP¹

+5 mm

LENGTHENING EFFECT ON LASHES²

**DOESN'T CLUMP, DOESN'T FALL
NO MATTER HOW MUCH YOU LAYER.**



TESTED AND LOVED BY WOMEN AROUND THE WORLD

Now, lashes can be sculpted with buildable volume and length **without compromising on wear, comfort, and performance.** Meet the ultimate mascara that never lets lashes down.

83%

stated that they can build **intense, clump-free lashes**, no matter how many strokes they layer.¹

88%

confirmed that Paradise Big Deal provides **buildable volume**.¹

91%

confirmed that Paradise Big Deal provides **buildable length**.¹

95%

said that Paradise Big Deal is **lightweight to wear and feels lightweight on lashes**.¹

I AM NOT AFRAID TO GO BIG.

GET THE PARADISE LOOK

Get your lashes to paradise and go bold with L'Oréal Paris' make-up products for your most empowered look.



STEP 1

DEFINE YOUR EYES

Infallible 30H Grip Precision Felt Eyeliner

Achieve effortlessly defined, bold eye look with the lasting definition of Infallible 30H Grip Precision Felt Eyeliner.



STEP 2

GET CLUMP-FREE VOLUMINOUS LASHES

Paradise Big Deal Mascara

For ultimate impact, start at the root and sweep the brush upwards and outwards towards the outer corner of your eyes, using a gentle wiggling motion. Use the shorter bristles to build volume and the longer bristles to comb through lashes for definition.

I AM NOT AFRAID TO BE BOLD.



L'ORÉAL
PARIS

MAKE YOUR LASHES
A BIG DEAL.

YOU'RE WORTH IT.

