

Do You Know The Difference Between Mary Kay Mascara?

ENDLESS PERFORMANCE - a smudge-proof, water-resistant formula that doesn't smear, fade or rub off. This exclusive technologically advanced formula builds, separates and lengthens your lashes, leaving a soft, natural look and feel with just one coat. (Additional coats may be applied, but let each prior coat dry completely to prevent flaking). Endless Performance also has a specially designed curved bush that surrounds lashes from base to tip, lifting and curling for an easy application that resists clumping and flaking. It applies easily. It lasts all day. It can be removed easily with Mary Kay Classic Basic Cleansers and water or our Oil-Free Eye Makeup Remover.

FLAWLESS - a smudge-resistant formula that is safe for sensitive eyes and contact lens wearers. It separates and darkens lashes, making them appear fuller and thicker. Also it contains ingredients that moisturize and condition lashes. This formula was available between 1983 and 1990 and was called Conditioning Mascara. In 1990, it was renamed Flawless Mascara when we added the most recent mascara to the regular line.

WATERPROOF - a special formula that curls, separates and builds longer lashes. It resists running or smudging even in water. Can be removed with Mary Kay Classic Basic Cleansers and water or our Oil-Free Eye Makeup Remover.