

Lancôme invents

Hypnôse Precious Cells

A mascara which activates an immediate potential of lash regeneration.

Lash-by-lash volume and spectacular length, as well as visibly denser lashes.

Since the very beginning, Lancôme, world mascara leader (1), has been providing women with the best in science to emphasize eye beauty. Empowered by its expertise and unique research, over the last 20 years the brand has marked true advances through countless innovations.

LANCÔME EXCELS IN INNOVATION, PUSHING ITS UNIQUE EXPERTISE EVEN FURTHER AND IS COMMITTED TO CREATING LASH-BY-LASH VOLUME AND SPECTACULAR LENGTH, AS WELL AS VISIBLY DENSER LASHES.

Lancôme Advanced Research Laboratories have spent years studying the unique properties of epidermal stem cells, the most precious of all skin cells. A genuine hub of regeneration and the source of all other cells, they have the extraordinary ability to renew skin throughout life.

TODAY, OUR RESEARCH LABORATORIES HAVE DECIPHERED LASH STRUCTURE, LOCALISING PRECIOUS CELLS, WHICH ARE ESSENTIAL FOR LASH REGENERATION.

Hypnôse Precious Cells draws inspiration from these conclusive discoveries, bringing women the best of science to enhance beautiful eyes. Each day, Hypnôse Precious cells reveals lash growth potential: mature lashes preserve their length and optimal thickness, whilst new lashes are more visible.

Lancôme achieves an unprecedented feat: a mascara which activates an immediate potential of lash regeneration.

To enhance all eyes, Lancôme presents Hypnôse Precious Cells in three intense shades.

01 Densifying Black

02 Densifying Brown

03 Densifying Blue

(1) Source: Euromonitor 2007, Eye Make-up in the prestige sector.