



EYES · WATERPROOF MASCARA · VOLUME & LENGTH

# GBM Lash Flow Mascara

*Waterproof volume and length — lashes that flow, lifted and defined.*

---

Lashes set the whole expression. GBM Lash Flow is the waterproof mascara that lengthens, lifts and volumises in a single coat — a smooth, buildable formula paired with a sculpted brush that combs each lash from root to tip. No clumps, no smudging, no fallout. Just full, fanned, wide-open eyes that hold all day.

— THE GBM CREATIVE TEAM

## WHAT IT IS

---

### 01 THE FORMULA

#### BUILDABLE WATERPROOF INK

A creamy, deeply pigmented mascara that coats evenly and builds without clumping — waterproof, flake-free and long-wearing.

### 02 THE BRUSH

#### SCULPTED VOLUMISING WAND

A contoured brush with dense, fine bristles that catch every lash, separating and coating from the inner root to the very tip.

### 03 THE FINISH

#### VOLUME, LENGTH & LIFT

A full, fanned-out lash line with visible length and a lifted curl — dramatic yet clean, never spidery or weighed down.

LET THE LASHES FLOW

---

9g

**GENEROUS TUBE**

*0.31 fl. oz · long-lasting*

16H

**WATERPROOF WEAR**

*no smudge · no flaking*

1

**SCULPTED BRUSH**

*volume, length & lift*

---

WATERPROOF · 9 G · SCULPTED BRUSH · CLUMP-FREE · CRUELTY-FREE

---

A mascara should do three things at once — lengthen, volumise and lift — and hold them all day. GBM Lash Flow is built to do exactly that. It is the waterproof finish that turns bare lashes into a full, fluttering frame for the eye, in just one or two effortless coats.

Housed in a slender blush-pink tube crowned with a polished gold cap, the formula inside is a smooth, richly pigmented ink. Its sculpted brush — fine, dense and contoured — glides through the lashes, catching even the smallest hairs at the inner corner. Each pass coats, separates and lifts, depositing clean colour from root to tip with no clumps and no spidery legs.

And it stays. The waterproof formula resists water, sweat, humidity and tears, holding the curl and colour through the longest day — no smudging under the eye, no flaking onto the cheek. Lashes that flow from morning to midnight, and lift away cleanly when the day is done.



*“The eyes speak first.  
Let the lashes carry them.”*

THE FORMULA IN DETAIL

---

01 THE WATERPROOF FORMULA

PIGMENT-RICH · BUILDABLE · CLUMP-FREE

A creamy, intensely pigmented ink that glides onto the lash in a smooth, even coat. It builds layer over layer for adjustable drama — a natural flutter or a bold, full fan — without clumping, flaking or weighing the lashes down. Waterproof and resilient through any day.

02 THE SCULPTED BRUSH

CONTOURED · DENSE BRISTLES · PRECISE

A precision-moulded brush with fine, densely packed bristles and a contoured shape that hugs the curve of the lash line. It catches every hair — from the longest centre lash to the tiniest at the inner corner — separating, coating and lifting in one clean stroke.

03 THE BLUSH-PINK TUBE

SOFT-PINK BARREL · POLISHED GOLD CAP

Presented in a slim, soft blush-pink tube finished with the gold GBM emblem and a polished gold cap. Elegant in the hand and on the vanity — 0.31 fl. oz / 9 g of long-wearing, waterproof colour.

WHY YOU'LL LOVE IT

---

- **Volume & length**  
Lengthens, thickens and lifts in one coat.
- **Truly waterproof**  
Holds through water, sweat, humidity and tears.
- **Clump-free finish**  
Clean, separated lashes — never spidery.
- **Buildable drama**  
From a soft flutter to a bold, full fan.
- **Sculpted brush**  
Catches every lash, root to tip.
- **All-day hold**  
Curl and colour that last from dawn to dusk.

## HOW SHE WEARS IT

---

*From bare lashes to a full, lifted fan — in six simple steps.*

1

### CURL

Curl bare lashes first for the most open, lifted result.

2

### WIPE

Wipe the wand on the tube rim to remove any excess formula.

3

### ROOT

Place the brush at the lash roots and wiggle gently side to side.

4

### SWEEP

Sweep up and outward to the tips, coating every lash evenly.

5

### BUILD

Add a second coat while the first is still damp for more volume.

6

### DEFINE

Use the brush tip to coat the fine inner-corner and lower lashes.

## THREE WAYS TO WEAR IT

---

01

### THE NATURAL FLUTTER

One light coat for separated, defined lashes and an everyday, wide-awake eye.

02

### THE FULL VOLUME

Two to three coats, building while damp, for a bold, dramatic, fanned-out lash line.

03

### THE DEFINED LOWER LASH

Use the brush tip vertically to coat the lower lashes for a balanced, doll-like finish.

## PRO TIPS + TRICKS

---

*Insider knowledge from the GBM Creative Team.*

- 01** Always curl lashes before mascara, never after — it protects the curl.
- 02** Wiggle at the roots first; that is where volume and lift begin.
- 03** Layer coats while still damp — dry layers are what cause clumping.
- 04** Wipe the wand on the rim each time for a cleaner, more even coat.
- 05** Hold the brush vertically to reach the tiny inner-corner lashes.
- 06** Close the tube tightly and replace every three months for best results.

## PRODUCT DETAILS

---

|                     |   |
|---------------------|---|
| <b>PRODUCT NAME</b> | GBM Lash Flow — Waterproof Mascara            |
| <b>CATEGORY</b>     | Eyes · Mascara                                |
| <b>NET CONTENT</b>  | 0.31 fl. oz / 9 g                             |
| <b>SHADE</b>        | Intense Black                                 |
| <b>TEXTURE</b>      | Creamy, pigment-rich buildable formula        |
| <b>APPLICATOR</b>   | Sculpted volumising brush wand                |
| <b>FINISH</b>       | Volumising, lengthening, lifted lashes        |
| <b>WEAR</b>         | Waterproof · smudge-proof · long-wear         |
| <b>SKIN TYPES</b>   | Suitable for all · ophthalmologically mindful |
| <b>ATTRIBUTES</b>   | Cruelty-free · clump-free · buildable         |

## THE GBM PROMISE

---

At GBM Beauty, we believe true beauty lies in the smallest details — the lift of a single lash, the clean sweep of a brush, the quiet confidence of a gaze that holds all day. Lash Flow is that detail, perfected: full, defined, waterproof, and made to flow from morning to midnight.

---

**TRUE BEAUTY LIES IN THE SMALLEST DETAILS**