

GBM

BEAUTY · COSMETICS · ALGERIA

THE ULTIMATE LASH MOMENT

Fullforce Mascara

Drama, Dimension, Definition. All in One.

*Lashes that defy gravity. Lashes that refuse to smudge.
Lashes that look like she was born with them, only bolder,
darker, more seductive.*

— THE GBM CREATIVE TEAM

**VOLUMIZING + LENGTHENING + DEFINING · 24-HOUR WEAR · WATERPROOF ·
SMUDGE-PROOF · ZERO CLUMPING**

Every great beauty story begins with the eyes. Meet the GBM Fullforce Mascara — a multitasking powerhouse that volumizes, lengthens, and defines lashes in a single, effortless stroke. With a uniquely engineered brush and an ultra-rich, pigment-packed formula, this is the mascara that transforms lashes from delicate to absolutely undeniable.

Crafted in the GBM laboratories with our signature commitment to innovation, the Fullforce formula is enriched with conditioning agents and light-reflecting particles that deliver glossy, dimensional black color while simultaneously nourishing each lash. The tapered, flexible brush is contoured to hug every lash from root to tip — catching short, wispy hairs and extending them to their full potential, all while building impossible volume without a hint of clumping.

This is not your mother's mascara. The waterproof, smudge-proof, sweat-proof formula locks onto lashes at the first application and stays put for a full 24 hours —

through morning meetings, evening workouts, rainstorms, and everything in between. Yet despite its fortress-like staying power, removal is effortless: a gentle swipe with a creamy makeup remover and the product glides away, leaving lashes soft, nourished, and ready for their next moment in the spotlight.

Available in a rich, true black that photographs like obsidian and reads like pure luxury on every eye color. Because at GBM, we believe that great beauty starts with great lashes, and lashes that command a room command the world.

WHY YOU'LL LOVE IT

- The brush is everything. The tapered, flexible bristle design catches every single lash — even the tiny ones at the inner and outer corners — while the thick barrel builds volume instantly.
 - Volumizing, lengthening, defining. One mascara does three jobs. The ultra-rich formula adheres to each lash and extends it, while the brush shapes them upward for a lifted, open-eye effect.
 - 24-hour waterproof wear. Formulated to endure humidity, sweat, tears, and saltwater without budging, smudging, or flaking. As waterproof as it gets.
 - Zero clumping. The precision formula applies smoothly, coating each lash individually for a natural, separated effect, not plastic.
 - Glossy, dimensional black. Light-reflecting micro-particles create a glossy, multidimensional black that catches light and elongates the lash line visually.
 - Conditioning and nourishing. Infused with conditioning agents that care for lashes while wearing, no drying, no brittleness, no breakage.
 - Easy removal. Despite its fortress-like hold, it releases cleanly with gentle makeup remover. No tugging, no lash damage, no residue.
 - Cruelty-free and FDA-compliant. Formulated with uncompromising care, never tested on animals, always crafted with precision.
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AVAILABLE IN A RANGE OF FINISHES

GBM Fullforce Mascara is engineered with precision to deliver consistent, stunning results across every finish, each designed to elevate the eye and complete the look. Explore all available finishes and select your signature style directly below.

HOW SHE WEARS IT

- Prime (optional). For maximum drama and duration, apply a lash primer before mascara. This step is optional but recommended for extended wear.
- Starting position. Begin at the base of the upper lash line. Hold the brush horizontally and wiggle it side-to-side as you move toward the tips.
- The wiggle technique. The key to zero clumping and maximum volume. Wiggle the brush through each lash from root to tip, don't just drag upward.
- Layer for drama. Allow the first coat to dry, then apply a second coat for intensified volume and length. A third coat is optional.
- Lower lashes. Flip the brush to use the curved side and apply mascara to lower lashes with small, precise strokes. Don't skip them.
- Final touch. Comb through lashes with a clean lash brush while the mascara is still slightly wet to separate and define each lash perfectly.

To remove, apply a makeup remover or micellar water to a cotton pad and hold gently against closed eyes for 10 seconds. The mascara will glide away effortlessly.

LASHES — TO :

PRO TIPS + TRICKS

THE WIGGLE STROKE

This is the secret to volume without clumps. Wiggle the brush side-to-side as you move through the lashes. Each wiggle wraps formula around more lashes.

THE LAYERING METHOD

One coat equals length and definition. Two coats equal full drama. Three coats equal runway. Let each coat dry slightly before applying the next.

THE LOWER LASH SECRET

Don't forget lower lashes. Apply with the tip of the brush in small, precise strokes. It opens up the eye and creates balance.

THE CURL AND HOLD

Curl lashes with an eyelash curler before mascara for a lifted effect that lasts all day. The waterproof formula will lock the curl in place.

THE COMB-THROUGH TRICK

While mascara is still wet but not dripping, comb through with a clean lash comb. This separates each lash and removes any clumps for a professional finish.

THE GBM PROMISE

Every product that bears the GBM name is born from one philosophy: that true beauty lives in the smallest details. From the brush engineering to the formula composition, from the shade selection to the final stroke across your lashes, every step is taken with uncompromising care, rigorous testing, and a refusal to settle for anything less than artistry. We don't make mascara, we craft moments. Moments that make women feel confident, powerful, unforgettable. Because when lashes look this good, the whole world takes notice.