

GBM

BEAUTY · COSMETICS · ALGERIA

LENGTHENING · LIFTING · WATERPROOF MASCARA

Magic Extension Mascara

Lashes That Lift, Length That Lasts. The Falsies Effect — No Glue Required.

*Lashes that defy gravity. Length that defies expectation.
And a woman whose eyes do all the talking — without
ever saying a word.*

— THE GBM CREATIVE TEAM

100%

SAW IMMEDIATE VOLUME, LENGTH, LIFT AND CURL

**LENGTHENING TECHNOLOGY · HOURGLASS WAND · WATERPROOF FORMULA · LIFT +
CURL · SMUDGE-PROOF WEAR**

The mascara that changed everything. Meet the GBM Magic Extension Mascara — a revolutionary, ultra-lengthening waterproof formula engineered to deliver the falsies-effect lashes of her dreams without a single strip of glue. With a single coat, transform short, ordinary lashes into the longest, lifted, most lift-defying lashes she has ever seen — instantly, dramatically, and with zero compromise on comfort.

Crafted in the GBM laboratories with our signature commitment to innovation in every detail, the breakthrough formula combines advanced fiber-extending

technology with skin-loving conditioning ingredients to dramatically lengthen, lift, and curl every single lash from root to tip. The result is a wide-eyed, doll-like effect that adds inches of length without weighing the lashes down — the kind of finish that, until now, only existed in editorial campaigns and false-lash applications.

Engineered with our signature Hourglass precision wand, every lash is individually coated, separated, and lifted — from the smallest inner corner lashes to the longest outer flares. The unique bristle architecture ensures clean, defined separation without clumping, flaking, or smudging. Each stroke builds visible drama, visible lift, and visible length — for a wide-awake, lifted-from-the-root finish that lasts all day.

Beyond the dramatic visual transformation, the long-wearing waterproof formula is engineered to resist humidity, tears, sweat, and the daily demands of real life. From the first stroke in the morning to the last look in the mirror at midnight, the lashes remain lifted, defined, and beautifully curled — no smudging, no flaking, no compromise. Yet despite its powerful staying power, the formula gently rinses away with warm water and cleanser, leaving lashes soft and conditioned.

Housed in a sleek, blush-pink tube with a polished rose-gold cap engraved with the signature GBM emblem, the Magic Extension Mascara is as beautiful on the vanity as it is on the lashes. Because at GBM, we believe true beauty lives in the smallest details — and the smallest detail of all is the lifted, wide-awake gaze that turns every entrance into a statement.

WHY YOU'LL LOVE IT

- 100% saw immediate transformation. Visible volume, length, lift, and curl from the very first stroke — no waiting, no priming, no fiber primer required.
- The falsies effect — no glue required. Delivers the dramatic, fluttery, doll-like lash look of false lash extensions, but without the time, mess, or commitment of strip lashes.
- Extreme lengthening technology. Advanced fiber-extending technology adds dramatic, visible inches of length to every single lash — from root to tip, even on the shortest natural lashes.
- Lifting + curling power. Engineered to lift lashes from the root and hold the curl all day — open up the eye area and create a wide-awake, refreshed appearance instantly.
- Long-wearing waterproof formula. Resists humidity, tears, sweat, and the daily demands of real life. From morning to midnight, the lashes remain lifted, defined, and beautifully curled.

- Precision Hourglass wand. The unique bristle architecture coats and separates every single lash — from the smallest inner-corner lashes to the longest outer flares — with no clumping, flaking, or smudging.
 - Conditioning, skin-loving formula. Infused with lash-loving conditioning ingredients that nourish and soften the lashes while delivering the dramatic finish.
 - Buildable drama. Apply one coat for a natural, lifted finish or build to two or three coats for the most dramatic, statement-making lash moment.
 - Easy removal. Despite the powerful long-wear performance, gently rinses away with warm water and a gentle cleanser — no harsh scrubbing required.
 - Cruelty-free and FDA-compliant. Formulated with uncompromising standards, never tested on animals.
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THE BEFORE & AFTER PROMISE

Bare lashes, transformed in a single stroke. The GBM Magic Extension Mascara delivers the kind of immediate, visible transformation that has made it the most coveted lash product in modern beauty. Short lashes become long. Flat lashes become lifted. Dull eyes become wide-awake. And every woman who wears it sees the difference from the very first coat — no fibers, no falsies, no false promises.

THREE WAYS TO WEAR IT

- THE EVERYDAY LIFT. Apply a single coat for a naturally lengthened, lifted lash that opens up the entire eye area. The kind of polished, wide-awake finish that says she got eight hours of sleep — even when she didn't.
 - THE GLAM STATEMENT. Build two to three coats for full, dramatic, falsies-effect lashes. Pair with winged liner and a nude lip for an effortlessly glamorous evening moment.
 - THE NO-MAKEUP MOMENT. Apply alone over bare skin for the ultimate clean-girl, polished-but-undone finish. The lashes do all the work — no foundation required.
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HOW SHE WEARS IT

- Prepare. Begin with clean, dry lashes. For maximum lift, use an eyelash curler before applying the mascara.
- Wipe the wand (optional). For a more natural, no-clump finish, gently wipe the wand against the rim of the tube to remove excess product.

- Apply from root to tip. Place the wand at the very root of the upper lashes and wiggle gently as you sweep upward and outward. This wiggle motion ensures maximum lift and even distribution.
- Layer for drama. Apply a second coat immediately while the first is still wet for a more dramatic, falsies-effect finish. The formula layers beautifully without clumping.
- Coat the lower lashes (optional). Use the tip of the wand to gently coat the lower lashes for a balanced, doll-like effect.
- Remove gently. At the end of the day, gently rinse away with warm water and a gentle cleanser or eye-makeup remover. No harsh scrubbing required.

For the most lifted, wide-awake effect, always curl the lashes with an eyelash curler before applying the mascara. The combination of curl and extension creates an instant eye-opening effect.

LASHES — TO :

PRO TIPS + TRICKS

THE ROOT-FIRST WIGGLE

Always start at the very root of the lashes and gently wiggle the wand from side to side as you sweep upward. This single motion ensures every lash is coated from the root, delivering maximum visible lift and lengthening.

THE TWO-COAT METHOD

Apply the first coat and immediately follow with a second while the first is still wet. Layering wet-on-wet allows the formula to build dramatic length without clumping, flaking, or stiffness.

THE CURL-FIRST RULE

Always curl the lashes with an eyelash curler before applying mascara. The combination of mechanical curl and the lifting formula creates an instant eye-opening, wide-awake effect that mascara alone cannot achieve.

THE INNER-CORNER LIFT

Use the tip of the wand to gently coat the smallest inner-corner lashes. This often-forgotten detail creates a more uniform, doll-like effect that ties the entire lash look together.

THE BOTTOM-LASH BALANCE

Use the very tip of the wand to lightly coat the lower lashes. The added definition balances the eye, makes the eyes appear larger, and creates a more dramatic finish overall.

THE OVERNIGHT REMOVAL HACK

For easy removal, gently press a warm, damp cloth over the closed eye for 10 seconds before wiping. The warmth softens the formula, allowing it to rinse away effortlessly — no harsh scrubbing, no tugging.

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 precision of the Hourglass wand to the silkiness of the lengthening formula, from the architecture of the blush-pink tube to the rose-gold cap engraved with the GBM emblem, every step is taken with uncompromising care, rigorous testing, and a refusal to settle for anything less than artistry. The Magic Extension Mascara is more than a product — it is the falsies-effect finish that completes her. The single stroke that transforms ordinary lashes into the kind every camera, every flash, and every second look wants to find.