

2 minutes application break

# Mascara



## Facts

**Origin** Egypt

**Dates back** 3000 BC

**Ingredients** Pigments, waxes, emollients, vitamins and minerals

A cosmetic product used to darken, lengthen, and define the eyelashes

## MixSing Process



### Design

Shear	CFD simulations confirms $>200,000 \text{ s}^{-1}$
Design	According to European legislation and CE marked
Hygiene	Complying with EHEDG guidelines
Viscosity	Up to 75,000 cP
Accessories	Vacuum system, scrape agitator
Materials	Stainless steel: AISI 316L. All materials: EC 1935

## Insight

Mascara is a type of cosmetic product that is used to darken, thicken, and define eyelashes. The origins of mascara can be traced back to ancient Egypt, where both men and women used a mixture of crushed minerals and oils to darken and enhance their eyelashes. This concept of mascara was further developed by the ancient Greeks and Romans, who used a variety of substances, such as soot and charcoal, to darken their lashes.

Mascara today is made with various ingredients and formulations, such as water-proof, water-resistant, and volumizing. These formulations can be

further divided into tubing, fibre and traditional mascara. The most common ingredients found in mascara are pigments, waxes, and emollients. Pigments are used to provide colour, while waxes and emollients help to thicken and define the lashes.

Mascara is typically applied to the lashes using a small brush or wand. It is used to darken, thicken, and define the lashes, making them more visible and dramatic. Mascara is also used to create the illusion of longer, fuller lashes.

Mascara has come a long way from the

ancient Egyptians. Today, many mascaras are formulated with nourishing ingredients such as vitamins and minerals to help protect and strengthen lashes. They come in various shades to match different hair colours. There are also unique formulations for sensitive eyes and contact lens wearers.

The popularity of mascara has spread worldwide, and it can be found in many different cultures. It is commonly used in Western cultures but can also be found in other cultures, such as Asian, African and Middle Eastern cultures.



The power of simplicity

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