

Press kit Spring/Summer 2019

東京銀座

ControlledChaos

Mascaralnk

Bold, graphic color meets clean, buildable volume



SHISEIDO
GINZA TOKYO



Inspired by Ginza's iconic crossing,

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This **revolutionary formula**—the latest addition to the Inks collection—balances energy and serenity, excess and restraint, chaos and order with masterful **precision** and exceptional **control**. “We explored the juxtaposition that exists between the vibrant **energy** of Tokyo and the order that the Japanese people are able to maintain amidst the chaos,” explains James Boehmer, Global Director of Artistry for SHISEIDO Makeup.



Innovation.

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ControlledChaos MascaraInk's memory flex bristles maintain the integrity of the brush so that it stays strong throughout the mascara's entire lifespan.

"This patented material allows the bristles to bounce back to a steady state after they pass through the wiper," explains Gail Boyé, SVP of Global Product Development for **SHISEIDO** Makeup. Each of these scalloped-shaped bristles boasts five reservoirs that hold the optimal amount of product for full, fanned-out lashes and a faster build.

The innovative brush design—which features two concave sides to boost volume and two flat sides for extra lash lift—plays a significant role in creating **clean, graphic** results.

Developed in four brightly colored, high-impact shades, this **weightless formula** contains a proprietary combination of hard and soft waxes to achieve the perfect balance of **structure, flexibility, and glide**. Film formers and polymers set and seal this highly pigmented, smudge-, clump-, and flake-resistant formula to lashes for 24 hours.

This ophthalmologist-tested formula also revealed it visibly increased **lash volume** by 250% and length by 47% after just one coat.*

*Based on an in vitro study on bare lashes.



Beauty made with soul.

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“Essentially, we translated the Japanese idea of **wa**, or harmony that is found between two opposing forces, into a **mascara**,” explained Boehmer. From an exclusive, dual-sided brush to patented fibers, this cultural concept of juxtaposition is reflected throughout every aspect of this **groundbreaking** mascara.



Color inspiration.

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The rush of people, sound, and light at Ginza Crossing after dark served as the jumping off point for both the **bold**, full-coverage colors in the range and the shade names that reflect the **energy** of this unique locale. “Worn alone or layered over black, these rich, saturated colors really **pop** at night,” says Boehmer.

01 Black Pulse



02 Sapphire Spark



03 Violet Vibe



04 Emerald Energy



J-beauty tip.

After curling lashes with SHISEIDO's iconic **Lash Curler**, position the flat side of the brush at the base of lashes and **zig-zag** it back and forth for dramatic definition. Use the curved, hourglass side of the brush to coat lashes from root to tip.

Boehmer suggests using **ControlledChaos MascaraInk** as an “accessory” to your everyday makeup routine. Create a single-statement eye by wrapping lashes with a coat of unexpected color on top and bottom.

For a subtler look, layer the **Sapphire Spark**, **Violet Vibe**, or **Emerald Energy** over **Black Pulse** to add “interest and dimension.” For a brightening effect, apply Sapphire Spark to instantly illuminate the eyes.



Make up looks.

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Gregoris Pyrpylis, EMEA make up ambassador has created 4 looks to show how creative and playful colored mascara can be.

MESMERIZING LILAC

ControlledChaos MascaraInk - 03 Violet Vibe
ArchLiner Ink - 01 Shibui Black
LacquerInk Lipshine - 303 Mirror Mauve



VAMP CLASH

ControlledChaos MascaraInk - 01 Black Pulse
MicroLiner Ink - 03 Plum
LaquerInk Lipshine - 304 Techno Red



NEW WAVE NAVY

ControlledChaos MascaraInk - 02 Sapphire Spark
MicroLiner Ink - 04 Navy
LaquerInk Lipshine - 311 Vinyl Nude



TROPICAL GREEN

ControlledChaos MascaraInk - 04 Emerald Energy
MicroLiner Ink - 10 Kabuki White
LaquerInk Lipshine - 306 Coral Spark

