



BrowSense® Long-Lasting Brow Building Cream



BrowSense Long-Lasting Brow Building Cream is a waterproof cream brow color that easily builds natural-looking to dramatic brows, and features Capixyl™ for brow volumizing benefits.

The Science Behind the Product

BrowSense Long-Lasting Brow Building Cream features an all-in-one cream-mousse formula that is long-lasting and fade proof for 16 hours, with a smudge-proof, waterproof finish for brows that look great all day*. The creamy, blendable formula is easily buildable, allowing you to customize how bold you want your brows to be.

Brow Building Cream is the ideal brow product for those with thin, sparse, or undefined brows, as it easily and quickly fills, defines, and shapes all at once.

Each shade of Brow Building Cream is offered with an included mini double-sided applicator brush. One side of the included applicator brush has an angled brush that allows you to grab the perfect amount of product for your brows and your desired look, then glides on smoothly to easily shape, fill, and define your brows. The other side features a spoolie brush to evenly distribute the product and brush brows out. This mini applicator makes the perfect complement to the product.

Brow Building Cream does double duty to fill and build brows, with added conditioning ingredient SenePlex+, and volumizing ingredient Capixyl™.

**From a clinical technician and subject evaluation on 32 female test subjects, after 12 and 16 hours post product application, BrowSense Brow Building Cream was shown to be long-lasting and fade proof for 16 hours, as well as smudge-proof and waterproof.*

Consumer Perception Study Results

BrowSense Long Lasting Brow Building Cream showed visible improvement immediately:

During a two-day independent consumer study, **88%** of participants agreed that BrowSense Long Lasting Brow Building Cream **instantly** made their eyebrows fuller-looking after one application.



Here is what else they said immediately after one application:

- 88% Easy to apply
- 91% Lightweight finish
- 82% Buildable coverage
- 85% Thicker-looking brows instantly
- 82% Filled and defined brow shape

A two-day consumer study of 32 participants. The percentage reflects the number of participants who agree with the statement immediately after a single application.

After wearing BrowSense Long Lasting Brow Building Cream for 16 hours, **94%** agreed they were satisfied with the product.

A two-day consumer study of 32 participants. The percentage reflects the number of participants who agree with the statement 16 hours after a single application.

BrowSense Long-Lasting Brow Building Cream is available in 7 natural-looking shades.

Blonde Taupe – neutral blonde-taupe. Suggested for light to medium blonde hair color.

Soft Brown – soft, warm caramel brown. Suggested for deep honey blonde to light brown hair color.

Auburn – rich auburn. Suggested for auburn and burgundy hair color.

Medium Brown – neutral medium brown. Suggested for medium brown hair color.

Granite – rich gray. Suggested for ash and gray hair color.

Deep Brown – neutral, rich dark brown. Suggested for dark brown hair color.

Black Brown - dark black brown. Suggested for deepest brown to black hair color.

Key Benefits

- Fills, shapes, and defines thin areas
- Buildable cream-mousse formula applies easily for customizable boldness and shape
- Smudge-proof, fade-proof and waterproof for long-lasting 16-hour wear
- Comes with a double-sided applicator brush that shapes and distributes easily
- Beneficial ingredients like SenePlex+ and Capixyl™ help to condition and improve the appearance of brows
- Immediately boosts the appearance of brow volume



- Formulated without gluten, parabens, or animal by-products

Key Ingredients

Capixyl™: Helps hair to appear fuller and more voluminous.

SenePlex+: Powerful proprietary complex that helps reduce the signs of aging.

Directions for Use

Using an angled brush or your favorite brow brush, take a small amount of product from the doe foot applicator, and apply with angled brush to sparse areas. Sculpt and shape for full, lush brows. Then, use a spoolie brush end to evenly brush out brows and distribute product. To remove, use Fooops! Dual Phase Color Remover or Wipes.

FAQs

How do I know which color I should choose?

For a more natural and subtle brow, try to choose a Long-Lasting Brow Building Cream shade that is closest to your natural hair and brow color. For those looking for a slightly heavier brow or with dyed hair, you may want to opt for a shade darker than your natural hair color.

Who should use BrowSense Long-Lasting Brow Building Cream?

Those that have thin, sparse or undefined brows will love this product to quickly and easily fill, shape and define brows. Those looking for detailed, fine line strokes, with a liquid formula, should choose BrowSense Liquid Brow Color.

How long will one vial last in usage?

With once daily use, your BrowSense Long-Lasting Brow Building Cream can last up to 6 months before needing to repurchase.

Can I use the clear BrowSense Volumizing Brow Gel on top of, or underneath, the Brow Building Cream?

Yes, you can layer Volumizing Brow Gel, a clear brow gel, over or under your Long-Lasting Brow Cream to further shape and set your brows.

Is [insert ingredient] in BrowSense Long-Lasting Brow Building Cream?



The full ingredients list for BrowSense Long-Lasting Brow Building Cream is publicly available on www.senegence.com.