

LASHFOOD



For Professional Distribution



THE BRAND



WHO WE ARE

LASHFOOD was born out of the philosophy that clean ingredients can also have effective results. 10 years ago, pioneers of eyelash extensions, Jane Kim and her daughter Faith began a quest to discover a natural yet effective alternative to achieve longer, thicker, fuller looking lashes.

After years of research they discovered a breakthrough formula, Phyto-Medic Complex, that delivers nature's most powerful ingredients to achieve clinically proven results in both lash and brow enhancers. Unlike many other enhancers, both formulas contain 99%+ natural & organic ingredients, don't cause irritation and are paraben and prostaglandin free.



WHAT WE STAND FOR

EMPOWERING WOMEN

We are a female founded company that employs and empowers women.

GIVING BACK

We choose a non-profit to support with a percentage of sales from each of our limited edition kits.

CRUELTY-FREE

We don't test on animals or sell our products anywhere that animal testing is required.

GOOD FOR YOU PRODUCTS

We source our ingredients from sustainable and ethical sources and make sure all of our packaging is recyclable.

SUSTAINABILITY

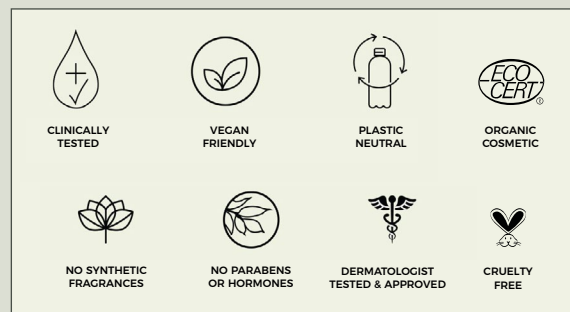
We source our ingredients from sustainable and ethical sources and make sure all of our packaging is recyclable.



LASHFOOD + CLEAN

PHYTO-MEDIC EYELASH ENHANCING SERUM &
PHYTO-MEDIC EYEBROW ENHANCING SERUM ARE
99.49% NATURAL AND FREE OF...

Parabens	All oils - including mineral & essential
Prostaglandin	PEG
Drug-free	Petrochemicals
Harsh Chemicals	GMOs
Sulfates	Formaldehyde
Phthalates	Gluten
Synthetic fragrances	Vegan*
Synthetic dyes	Cruelty-Free
Phenoxyethanol	



*All core product except Lash Primer



LASHFOOD + SUSTAINABILITY

Sustainable Practices:

Plastic Neutral - We have partnered with CLEANHUB to offset our plastic footprint to net-zero.

Recyclability - Our packaging is constructed with Eco-cert compliant recyclable materials. 100% of our boxes are made from FSC-certified and Rainforest Alliance-certified paper and printed with soy ink.

75% of our products are produced and assembled locally to reduce carbon footprint caused by overseas transportation.

Social Sustainability:

On top of our dedication to the environment, we also believe in equally focusing our efforts to charitable organizations that profit the betterment of all human kind. We have partnered with charities such as Feeding America, 1% for the Planet, and No Kid Hungry.



THE PRODUCTS



SAFE TO USE
WITH LASH
EXTENSIONS

PHYTO-MEDIC EYELASH ENHANCING SERUM

The world's first and only Eco-Certified lash enhancing serum. This breakthrough, powerful formula is clinically demonstrated to provide the appearance of longer, thicker lashes and to support frail and brittle lashes to appear healthy and strong. Enjoy visibly different, stunning lashes. Patented Phyto-Medic Complex delivers nutrients to feed lashes with nature's most powerful ingredients. ingredients, don't cause irritation and are paraben and prostaglandin free.

MSRP: \$78

Fill Weight: 3mL/0.1 fl oz

KEY INGREDIENTS



Phyto-Medic
Complex



Peony Root
Complex



Adenosine



Rice Protein



Lavender Water



DERMATOLOGIST
TESTED & APPROVED



VEGAN &
NON CMO



ECOCERT 99% NATURAL +
ORGANIC INGREDIENTS



PATENTED
FORMULA



IRRITANT
FREE



CRUELTY
FREE



PHYTO-MEDIC EYELASH ENHANCING SERUM

The world's first and only Eco-Certified lash enhancing serum. This breakthrough, powerful formula is clinically demonstrated to provide the appearance of longer, thicker lashes and to support frail and brittle lashes to appear healthy and strong. Enjoy visibly different, stunning lashes. Patented Phyto-Medic Complex delivers nutrients to feed lashes with nature's most powerful ingredients. ingredients, don't cause irritation and are paraben and prostaglandin free.

MSRP: \$49

Fill Weight: 2ml/.5oz

KEY INGREDIENTS



Phyto-Medic Complex



Peony Root Complex



Adenosine



Rice Protein



Lavender Water



DERMATOLOGIST
TESTED & APPROVED



VEGAN &
NON-GMO



ECOCERT 99% NATURAL +
ORGANIC INGREDIENTS



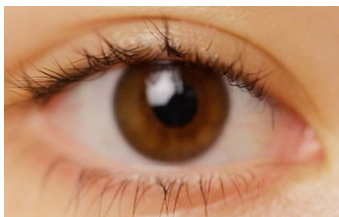
PATENTED
FORMULA



IRRITANT
FREE



CRUELTY
FREE



WEEK 1



WEEK 4



WEEK 16

SEE RESULTS, NOT SIDE EFFECTS PHYTO-MEDIC LASH ENHANCING SERUM: B & A + C L A I M S

IN A 16-WEEK CONSUMER STUDY

- 85% reported a visible improvement in eyelash fullness and texture.
- 100% reported an impressive increase in eyelash length.
- 100% reported an attractive increase in eyelash thickness and density.
- 100% would happily recommend the enhancer and other Lashfood products to others.
- 0% noticed irritation.

[CLICK HERE TO WATCH ZOE'S LASHFOOD DIARIES](#)



WEEK 0



WEEK 4



WEEK 8



WEEK 12



WEEK 16

****Full results after 16 weeks** *Individual results may vary**

RESULTS TIMELINE

week 1

officially starting
my lash food
journey! 🙌

week 4

new lashes
coming
through! 🥳

week 12

feeling stronger
looking fuller 🥰

week 14

cant stop wont
stop! 🧑

week 16

"are those your
real lashes?" 🤔



BROWFOOD | EYEBROW
ENHANCING SERUM

PHYTO-MEDIC EYEBROW ENHANCING SERUM

A vegan, sensitive-skin friendly brow serum for thicker, fuller, and stronger looking brows. Nourish overplucked or thinning brows with this breakthrough plant-based formula containing patented Phyto-Medic Complex, clinically proven to enhance brow appearance without irritation. Dermatologist and Ecocert approved.

MSPR: \$88

Fill Weight: 5mL /0.17 fl oz

KEY INGREDIENTS



Phyto-Medic
Complex



Peony Root
Complex



Adenosine



Rice Protein



Lavender Water



DERMATOLOGIST
TESTED & APPROVED



VEGAN &
NON GMO



ECOCERT 99% NATURAL +
ORGANIC INGREDIENTS



PATENTED
FORMULA



IRRITANT
FREE



CRUELTY
FREE



WEEK 1



WEEK 4



WEEK 16

PHYTO-MEDIC BROW ENHANCING SERUM: B & A

IN A 16-WEEK CONSUMER STUDY (INDIVIDUAL RESULTS MAY VARY)

- 100% noticed an improvement in overall brow appearance.
- 100% would happily recommend the Phyto-Medic Brown Enhancer and other Lashfood products to others.
- 0% reported any type of irritation.

[CLICK HERE TO WATCH MARLEY'S BROWFOOD DIARIES](#)



WEEK 0



WEEK 4



WEEK 8



WEEK 12



WEEK 16

****Full results after 16 weeks****

***Individual results may vary**



CONDITIONING COLLAGEN LASH PRIMER

This ultra-rich lash primer contains lash extending and thickening microfibers to instantly stretch and sculpt lashes, collagen* to plump lashes and boost volume, and a Nano-Peptide Complex to nourish lashes and promote long-term lash strength.

MSRP: \$20

Fill Weight: 8mL/0.27oz

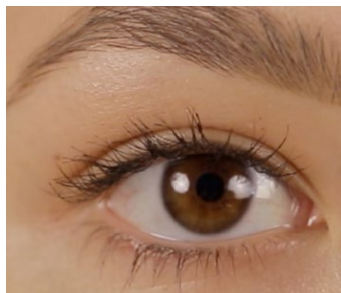


WITH SERUM



BEST SELLER

B & A



MASCARA



PRIMER & MASCARA



MASCARA



PRIMER & MASCARA

CONDITIONING COLLAGEN LASH PRIMER

THE DETAILS

- Nano-peptide Complex: Natural peptide blend proven to provide longer, thicker, and stronger-looking lashes.
- Collagen: Essential lash building protein.
- Panthenol: Provitamin conditioner to thicken and strengthen the appearance of lashes and minimize breakage.
- 24-hour primer with mascara during the day and as a lash mask overnight.

PRO TIP

- 24-hour primer with mascara during the day and as a lash mask overnight.
- Can be used as a Brow Primer to thicken and hold brows in place.

***NOTE:** This product is not vegan, the collagen we use is sourced from non-GMO, wild caught Atlantic Cod.



CONDITIONING COLLAGEN LASH PRIMER: 30 SECOND HOW TO VIDEO

[CLICK HERE TO WATCH](#) 



CONDITIONING DRAMA MASCARA

Conditioning Drama Mascara offers unparalleled volume and length with a proprietary formula infused with nourishing peptides that conditions and strengthens lashes from the roots. The mascara imparts a long-lasting volume and length and high pigment color, while transforming frail and brittle lashes to thicker, longer lashes on a cellular level. The perfectly shaped, extra large bristle brush also helps define and separate lashes as formula is applied.

MSRP: \$20

Fill Weight: 8mL/0.27oz



WITH SERUM



NEW



CONDITIONING DRAMA MASCARA

THE DETAILS

- **Nano-Peptide Complex:** Offers a revolutionary peptide blend that is clinically proven to provide healthier and restored looking lashes.
- **Arginine:** Amino acids that help protect against breakage while also maintaining moisture balance.
- **Copper Complex:** Vital micronutrient for hair loss.

PRO TIP

- Use with Conditioning Collagen Lash Primer for best results.



CHAMOMILE MAKEUP ERASER PEN

A pen that instantly perfects makeup mistakes, is strong enough to remove waterproof formulas, and is infused with chamomile and vitamin E to soothe sensitive skin.

MSRP: \$18

Fill Weight: 1 mL/0.03 fl oz



WITH
CHAMOMILLE



WITH
VITAMIN E

CHAMOMILE MAKEUP ERASER PEN: WAYS TO USE

- The precise tip allows you to correct mascara, eyeliner, brow, or lip mistakes.
- Leaves no residue and quick-drying so that you can instantly reapply makeup.



USE ON:



MASCARA



EYELINER



BROW



LIP



**CHAMOMILE MAKEUP ERASER PEN:
30 SECOND VIDEO**

[CLICK HERE TO WATCH](#) 

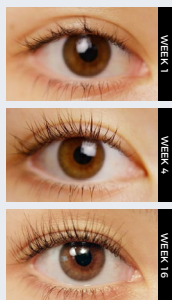
SALON DISPLAY SETS

LASHFOOD

LASH + BROW ESSENTIALS DISPLAY KIT



Item # LFBFDISK01



CONTAINS:

- 3 x Phyto-Medic Eyelash Enhancing Serum, 3ml
- 3 x Phyto-Medic Eyebrow Enhancing Serum, 5ml
- 5 x Chamomile Make Up Eraser Pen
- 5 x Conditioning Collagen Lash Primer
- 4 FREE Display Bottles
- 10 FREE Brand Brochures
- FREE Display

Retail Value: \$751
Retail Profit: \$693
Distributor Cost: \$223

PHYTO-MEDIC EYELASH ENHANCING SERUM DISPLAY KIT



The World's First & Only Ecocert Natural Eyelash Enhancer. Nourish lashes to look longer, thicker, and stronger with this revolutionary, natural eyelash enhancer featuring Phyto-Medic Complex. Patented Phyto-Medic Complex delivers nutrients to feed lashes with nature's most powerful ingredients.

IN OUR STUDY

- 85%** reported a visible improvement in eyelash fullness and texture
- 100%** reported an impressive increase in eyelash length
- 100%** reported an attractive increase in eyelash thickness and density
- 100%** would happily recommend the enhancer and other If products to others
- 0%** noticed irritation

ECOCERT 99% NATURAL + ORGANIC INGREDIENTS

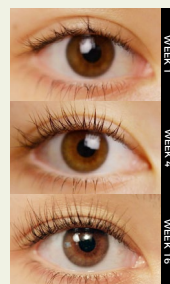
VEGAN & NON GMO

DERMATOLOGIST TESTED & APPROVED

IRRITANT FREE

PATENTED FORMULA

CRUELTY FREE



INCLUDES:

- 12 Phyto-Medic Eyelash Enhancing Serum, 3ml
- 2 FREE Display Bottles
- 3 FREE Sample Size, 1-Month Supply
- 1 FREE Brand Poster
- 12 FREE Brand Brochures
- 1 FREE Acrylic Display

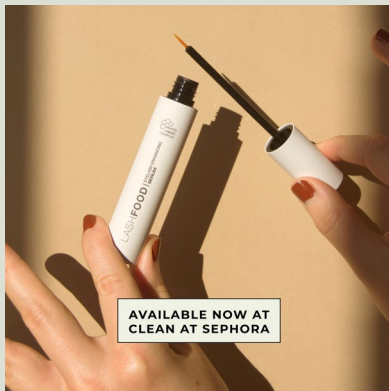
Retail Value: \$1,160
Value: \$960
Cost: \$480

LASHFOOD

BRAND + GROWTH MARKETING

Digital Ads

Ongoing investments to drive brand awareness



Social Media Partnerships

60 paid and organic partnerships per year



IN THE PRESS

SHAPE

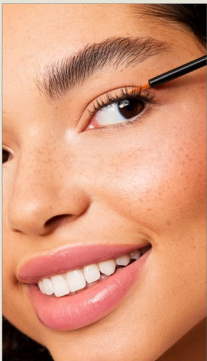


The 10 Best Eyelash Growth Serums of 2023, Tested & Reviewed

Why We Like It: It's great for those with sensitive eyes.

It's Worth Noting: This product doesn't contain prostaglandin, which is an ingredient in other lash serums that promotes rapid lash growth. So, you might not see super fast results with this pick.

GOOD HOUSEKEEPING



10 Best Eyelash Growth Serums That Actually Work

The peptide-infused eyelash treatment helps to strengthen and nourish existing hairs with a 99.49% natural formula and claims to provide longer and thicker lashes. Simply sweep the brush along the upper lash line the same way you would with eyeliner, and apply every night for best results.

BYRDIE



Do Lash Growth Serums Actually Work? We Asked Experts

Kim recommends her brand's eyelash enhancer. It's natural, vegan, and gluten-free, and its powerful herbal extracts promise to enhance lashes in as little as four weeks. Kim says you can also use this serum if you wear lash extensions.

WHO WHAT WEAR



For Longer and Healthier Lashes, Reach for These Eyelash Serums

LashFood's formula is 99.49% natural and completely nourishes and conditions your lashes, especially if they're damaged. It contains a blend of ingredients that jumpstart the hair follicles and promote new growth.

GLAMOUR



15 Best Eyelash Serums That Dermatologists Say Actually Work

As clean as a lash serum can possible get, this Ecocert-certified lash enhancing serum features more than 99% natural-origin ingredients, including a patented complex designed to nourish the lashes. Plus, it pairs arginine with soy proteins to condition and support healthy hair growth.

marie claire



The 11 Best Eyelash Growth Serums of 2023, According to Experts and Editors

LashFOOD Phyto Medic Eyelash Enhancer uses a blend of medicinal herb extracts, soy protein, and arginine to nourish and grow lashes. With ingredients you'll actually recognize, this formula is 99 percent natural and is even Ecocert certified. With no preservatives or prostaglandins, you won't have to worry about irritation or longtime side effects. Reviewers note that the longer you use this product, the better the results.

Pros: All-natural formula; Free of preservatives and prostaglandins; Strengthens lashes.

Cons: Over \$60; May take longer to see results.

BAZAAR



The 15 Best Eyelash Serums That Actually Work

This vegan and eco-certified natural lash serum promises the same lash-boosting effects as the others in this story, but without any ingredients you might be looking to avoid. Just be sure to apply it every single day.

CHAMOMILE MAKEUP
ERASER PEN



CONDITIONING COLLAGEN
LASH PRIMER



PHYTO-MEDIC
LASH ENHANCER

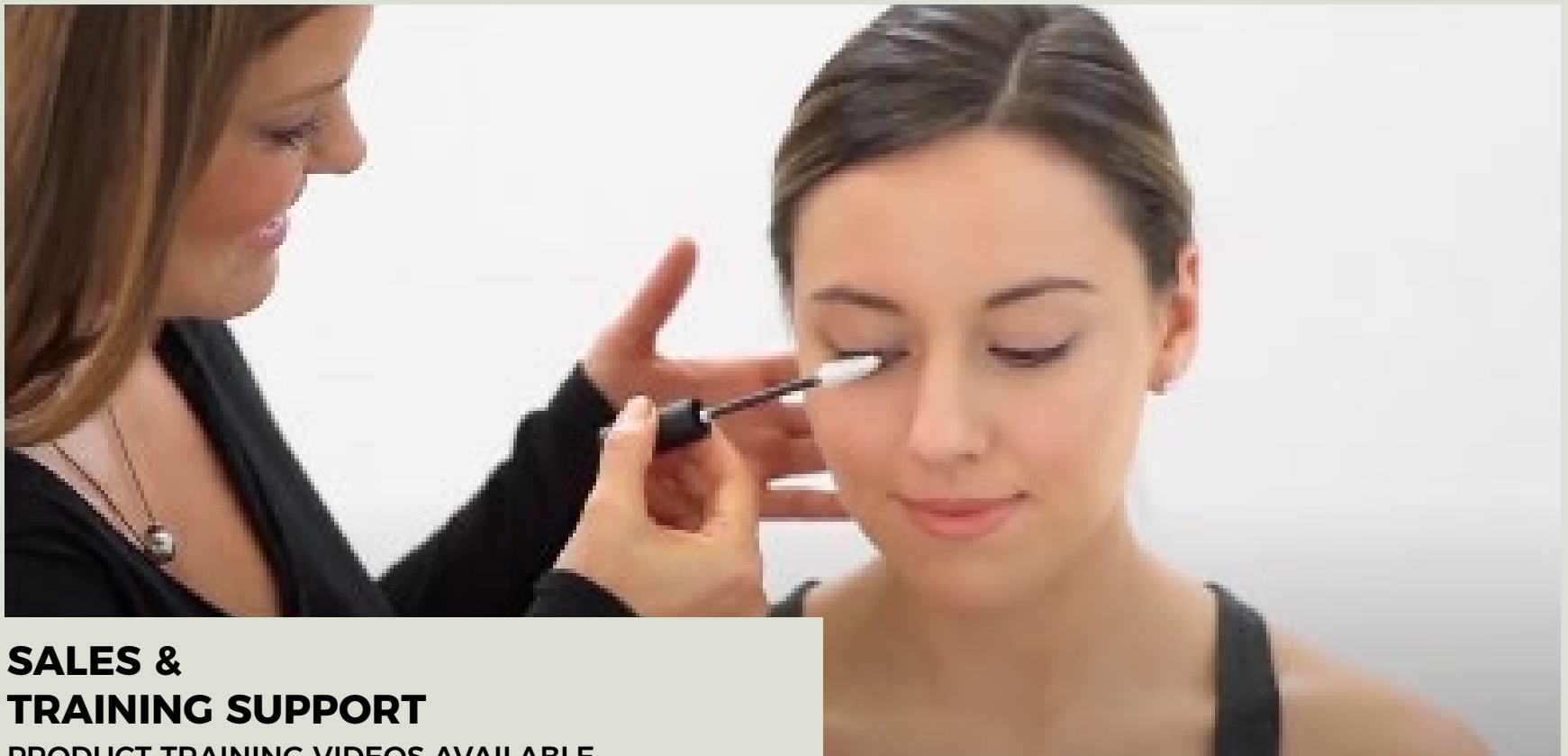


PHYTO-MEDIC
BROW ENHANCER



SAMPLING

All LASHFOOD core products come in mini sizes to help support successful launches and promotions to increase product exposure and reach.



SALES & TRAINING SUPPORT

PRODUCT TRAINING VIDEOS AVAILABLE

[CLICK HERE TO WATCH](#) 

DIGITAL MEDIA KIT AVAILABLE

How to order your LASHFOOD Phyto-Medic Eyelash Enhancer


Send me your digital payment
• Mastercard • PayPal • Apple Pay


Choose delivery method
• Pick-up • Drop-off • Ship


Your LASHFOOD enhancer is delivered!

How to order your LASHFOOD Phyto-Medic Eyelash Enhancer

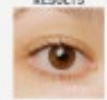

Log onto lashfood.com & create an account


Use my exclusive promo code for 20% off when you place an order


Your LASHFOOD enhancer is on its way!



RESULTS







Clinically proven to unleash longer, stronger, thicker lashes.

85%
reported clinically significant improvement in eyelash thickness and density

100%
reported an impressive reduction in eyelash shedding

100%
reported an additional increase in eyelash thickness and density



Clinically proven to unleash longer, stronger, thicker lashes.

85%
reported a visible improvement in eyelash thickness and density

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LASH**FOOD**



LASHFOOD.COM

[@LASHFOOD](https://www.instagram.com/LASHFOOD)