

# Dr. Hauschka



## Press release

**Available in retail outlets from 1 May 2018**

### **New formulation: a liquid eyeliner for creating unique looks**

*Bad Boll/Eckwälden* – From subtle to dramatic, Dr. Hauschka Liquid Eyeliner will bring out the best in your eyes as of 1 May. Thanks to its new and improved formulation, the consistency of the Liquid Eyeliner now makes it even easier to apply to specific areas. Candelilla wax provides a silkier consistency among other benefits, enabling the Liquid Eyeliner to spread over the skin more easily. In addition, the brown shade of the Liquid Eyeliner has now been adapted to perfectly match that of the Dr. Hauschka Mascara.

No other product enhances the individual shape of the wearer's eyes quite like this eyeliner. Its composition featuring mineral pigments and medicinal plant extracts (especially eyebright and black tea) also soothes and cares for the skin. As well as being easy to apply thanks to its fine brush applicator, the Liquid Eyeliner offers lasting results and is suitable for any eye colour.

The Liquid Eyeliner (4 ml) is available in shades 01 black and 02 brown for a recommended retail price of EUR 16.

#### **Top application tip from Karim Sattar, Dr. Hauschka international make-up artist:**

“For the perfect lid line, start by drawing a dot at the outer corner of the eye where the lid line should end, then draw a line outwards starting from the middle of the lid. Without dipping the applicator into the eyeliner again, draw a line from the middle of the lid towards the inner corner of the eye to close the gap. If necessary, you can hold the skin slightly taut, but not too much otherwise it changes the line while you're applying it.”

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## **WALA Heilmittel GmbH – Nature's Treasures Transformed for You**

Nature's treasures transformed for you - this has been the guiding principle of WALA Heilmittel GmbH since it was founded in 1935. The rhythmic application of polar qualities such as heat/cold, darkness/light and calm/movement allows it to create healthy preparations. These are based on natural substances, ideally from fairtrade controlled organic or Demeter production. Today, the foundation company exports WALA medications, Dr. Hauschka cosmetics and Dr. Hauschka medical products to more than 40 countries. WALA employs around 1000 employees and achieved a product turnover of 130 million euros in 2016.

Dr. Hauschka Skin Care products are available from health food stores, selected department stores, natural skin care and cosmetics outlets, pharmacies, and from all Dr. Hauschka Estheticians. Dr. Hauschka customer services can advise on local retail outlets and answer other questions on +49 (0)7164 930-181 Monday to Friday from 08:00 to 17:00. Visit us online at [www.dr.hauschka.com](http://www.dr.hauschka.com).

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