Two stars highlight new Hypnôse Star from Lancôme

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Betty Boop and Daria Werbowy grace the visual for the launch of Lancôme’s new Hypnôse Star mascara.

Lancôme is calling upon Betty Boop and Daria Werbowy for the launch of its new Hypnôse Star mascara. “Betty Boop’s mischievous eyes and innate sensuality are combined with the contemporary spirit and confident femininity of Daria Werbowy,” Lancôme says. “Yesterday’s vintage glamour meets the glamour of today.”

Inspired by the movies of the 30s, Hypnôse Star creates deep and intense eyes—“femininity that cannot go unnoticed and which quite simply demands the utmost attention.”

Wrapped in a sparkling sequined case, Hypnôse Star combines a specially designed brush, which has two patents pending, and a “Black Diamond” effect fluid formula to sculpt lashes. Two flat sides deliver mascara to the lashes, including the shortest ones, while two oblique sides with longer fibers separate and lengthen lashes while fixing them in a curl.

Utilizing two types of wax, Hypnôse Star delivers two formulas for light texture and robust volume. Different soft waxes clothe lashes from root to tip, making application easier while providing volume and separation. Hard carnauba wax forms a thin film over the entire lash surface and sets the curl.

Known for her radiant eyes and contemporary beauty, Daria Werbowy represents a modern interpretation of the spirit of Hollywood glamour as reworked by Lancôme. And the iconic cartoon character Betty Boop typifies on-stage glamour. Lancôme has brought the pair together for the first time to support Hypnôse Star.

Werbowy wears “Noir Midnight” Hypnôse Star mascara, Ombre Hypnôse eyeshadows “Erika F” I202 and “Strass Black” S310 and “Beige Diaphane” 03 Teint Idole Ultra 24H foundation. Lips are enhanced with “Sequins d’Amour” 170N Rouge In Love lipstick.

*Courtesy of Christian Vigier for Lancôme