

Anastasia Launches Brow Serum



Anastasia of Beverly Hills launched its Brow Enhancing Serum Advanced for 2012. The serum, from Hollywood's brow expert, promotes fuller, thicker-looking brows and comes packaged in an airtight clickpen from Cosmopak. For more information on the dispenser and packaging design of the Brow Serum Clickpen see this [article](#) in the December issue of *Beauty Packaging*.

With its easy-to-use brush applicator and clear liquid formula, the brow serum is designed to nourish, condition and enhance the appearance of thin brows. The key ingredient in this advanced formula, a specialized pentapeptide chain, encourages the growth of longer, fuller-looking hair in 100% of trial subjects, according to the company. This serum dries quickly, allowing users to apply any brow product to further enhance their look.