

TPE MASCARA TWIST PEN

Cosmopak, a leader in flow pen technology has released a 1 handed mascara airtight mascara pen. This item is unique in that it revolutionizes the way mascara can be sold.

Most mascara's are housed in a bottle with a wand. This reduces the flexibility of the formula range that can be developed as the package is not airtight, and also requires two hands to use.

The new patented pen from Cosmopak is the result of 3 years R&D and is the first of its kind in the market.

"Cosmopak was built on pioneering lip flow pens in the USA in the late 1990's, we are hopeful this item will do to eyes what our first pen did for lips" says Walter Dwyer, CEO and inventor of the new pen.

"By separating the applicator from the formula inside the airtight chamber, we were able to remove the wiper which is a breakthrough. Additionally, by having a valve it means we can reduce significantly the viscosity of the formula inside which translates as a new effect on the eyes."

The applicator is a TPE rubber which is very soft on the eyes, the shape and profile of the applicator can be changed very easily without huge tooling costs.

In principal the item works just like a lip gloss pen except it now works for the eyes.

For more information www.cosmopak.com

