

Lash Science

The lash cycle can be divided into 3 phases: Anagen, Catagen, and Telogen.

Anagen, the growth phase, is when eyelashes develop and prosper. Normally, this phase lasts between 30-45 days across approximately 40% of upper lashes and 15% of lower lashes. Depending on which phase lashes are in determines the rate at which results appear when using an eyelash enhancing product.



Address All 5 Signs of Lashes' Needs with NouriPlex™ Technology

By combining 4 powerful ingredients, NouriPlex technology targets the anagen phase to nourish and improve lashes like never before.

- **Biotin** is known to support Keratin production to encourage the look of thicker, fuller lashes.
- **Dehydrolatanoprost** targets the anagen phase of the lash cycle to provide thicker-, fuller-looking lashes.
- **Sodium Hyaluronate** nourishes lashes and provides moisture for more voluminous-looking lashes.
- **Panthenol** helps to hydrate, enhance shine, and soften lashes.

Ready to love natural, voluminous-looking lashes?

**With Nu-Cil,
seeing is believing.**



Ask your skin care professional how to get fuller, fiercer-looking lashes in as little as 8 weeks.*

**Physician Endorsed | Ophthalmologist Tested
100% Your Lashes**

*2021 16-week double-blind study. Data on file at Obagi Cosmeceuticals LLC.

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OBAGI
MEDICAL

**NU-CIL™ EYELASH
ENHANCING SERUM**



**THE LASHES YOU LOVE
FROM THE EXPERTS YOU TRUST**

Reveal Revolutionary Lashes from Root to Tip

Nu-Cil™ Eyelash Enhancing Serum with innovative NouriPlex™ technology supports the appearance of fuller, denser, more voluminous lashes with results that continue to build day after day.



**IDENTIFY WHAT
YOUR LASHES NEED
WITH THESE 5 SIGNS**

Lashes can change over time due to hormones, stress levels, or just the aging process. As eyelash follicles slow down or stop producing hair, lashes can deteriorate, lighten in color, and decrease in volume and density. The result? Your lashes are left lacking what they need.

Check in With Your Lashes

- DENSITY** Are lashes sparse along the eyelid? YES NO
- VOLUME** Do your lashes lack fullness? YES NO
- THICKNESS** Are lash hairs thinner and less noticeable? YES NO
- CONDITION** Do lashes feel dull, and brittle? YES NO
- PIGMENT** Do lashes appear less noticeable and defined? YES NO

If you answer "yes" to any of these questions, your natural lashes may benefit from a new routine.

Limitless Lashes from the Leaders at Obagi

93%

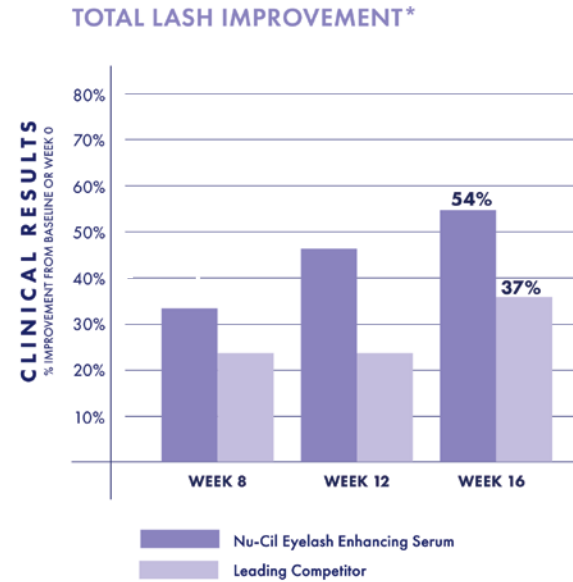
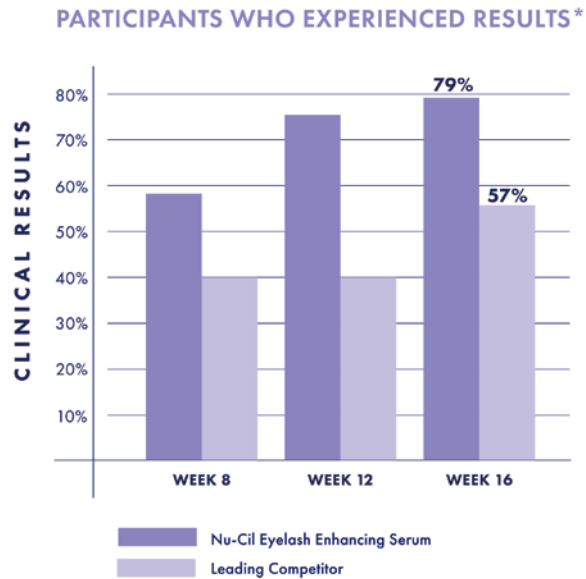
of study participants said their eyelashes show visible improvement after 16 weeks of use.*

89%

of study participants said their eyelashes look thicker after 16 weeks of use.*

89%

of study participants said their eyelashes are more densely packed after 16 weeks of use.*



NU-CIL™
Eyelash Enhancing Serum

**OVERALL
OUTPERFORMS**

leading competitor in as little as 8 weeks of use.*

How Experts Measure Lashes

Expert Grading Assessment (EGA)

is a standardized 1-4 scale where 1 is defined as minimal, sparse, or even no lashes and 4 is defined as very marked or remarkable.

EXPERT GRADING ASSESSMENT (EGA) SCALE

4

VERY MARKED

3

MARKED

2

MODERATE

1

MINIMAL

Nu-Cil Results: Lash improvement in as little as 8 weeks with more pronounced results at 16 weeks.*



BEFORE: EGA 2



WEEK 8: EGA 3



WEEK 12: EGA 4



WEEK 16: EGA 4

Photos have not been retouched. Images are reviewed by an expert grader. Results may vary.