

# BCKSTG

# #23

BACKSTAGE INNOVATIONS BY MAYBELLINE NEW YORK

THE FALSIES  
PUSH UP  
DRAMA

MAYBELLINE  
NEW YORK





# DRAMATIC ENTRANCE

**A PERFECTLY TAILORED SUIT, AMAZING HAIR OR A KILLER PAIR OF HEELS, ALL COMMAND ATTENTION WHEN A WOMAN WALKS INTO A ROOM.**

But what makes her memorable are her eyes. No wonder it's the feature that women all over the world have used to flaunt their femininity for centuries. A woman with wide, expressive eyes can get what she wants without uttering a word. She can flirt, she can seduce, and she can feel

beautiful— even powerful. Long, thick lashes instantly create sexier, alluring eyes. It's a look that goes just as perfectly with a glitzy dress as it does a chic, black turtleneck. And now women can get power lashes without resorting to fakes. Hello, instant glam.





HELLO... THE FALSIES PUSH UP DRAMA



“DISCOVER LASHES THAT CAN GIVE  
EVEN THE MOST GLAMOROUS RUNWAY  
LOOK A RUN FOR ITS MONEY.”

# CURVE APPEAL

**NO MATTER WHAT DECADE, THE FASHION WORLD DECLARES HOT OR NOT EACH SEASON, ONE THING WE KNOW FOR SURE IS THAT GLAMOUR NEVER GOES OUT OF STYLE.** For some women, it's the air they breathe. Others only dabble in dramatic makeup once in a while. Either way, going full-on sexy shouldn't require the help of a glam squad. That's the beauty of The Falsies Push Up Drama from Maybelline New York. It features a unique wand designed to give lashes the same lifted shape and over-the-top volume as false lashes.

While the classic, seductive look is something women will always covet, the way they get the effect has to fit with the crazy-busy, constantly changing world we live in now. In 2015, mascara is more likely to be applied at a red light, in between sips of coffee, or in an airport bathroom post-flight than while sitting leisurely at a fancy vanity. The creamy, plumping formula of The Falsies Push Up Drama delivers the best of both worlds: lashes that look as labor intensive as fakes, in a couple of quick swipes. The result is bold, seductive lashes that can give even the most glamorous runway look a run for its money.



# LASH OUT

AN INNOVATIVE DESIGN IS THE KEY TO INSANELY THICK, SHAPELY LASHES.

**HOW FAR CAN A MASCARA GO?** Maybelline New York's first ever push up brush delivers major sexiness thanks to its patented cup-shaped bristles. The hard-working wand scoops and lifts lashes into a 45-degree angle, while the rich formula creates a dramatic charge for instant volume. Put away the glue. Step away from the strips. An easier way to get traffic-stopping lashes is here.



FIND OUT HOW FAR LASHES CAN GO WITH GENIUS BRISTLES LIKE YOU'VE NEVER SEEN BEFORE.

“DELIVERS MAJOR SEXINESS  
THANKS TO ITS PATENTED  
CUP-SHAPED BRISTLES”

# THE ART OF THE PUSH UP

MAYBELLINE NEW YORK ASSISTANT VICE PRESIDENT OF RESEARCH AND INNOVATION, GRACEMARIE PAPALEO, GIVES THE SCOOP ON HOW TO CREATE FALSE LASHES IN A TUBE.

**Q — HOW DOES THE PUSH UP BRUSH WORK?**

**GP** — Falsies Push Up Drama has a new Brush technology. The bristles have a new shape to retain a maximum amount of formula inside “reservoirs,” and to deliver an immediate charge on lashes. There are an essential number of bristles on the brush to increase product deposit. It also separates. Lastly, the unique “wiper” and stem/wand helps to boost and lift the charge.

**Q — WHAT’S THE BENEFIT OF THE 45-DEGREE LIFT?**

**GP** — Pushing lashes up and fanning them out makes the eyes look bigger.

**Q — HOW IS PUSH UP DRAMA DIFFERENT THAN OTHER PLUMPING MASCARAS?**

**GP** — We used a new formulation approach and new packaging conception to deliver “immediate quick volume.” It usually takes five to ten coats before you can begin to really build the volume, but combined with the unique brush, Push Up provides big volume in the first few strokes. Plus, a new combination of an adhesive polymer and soft waxes give big volume that feels lightweight.

**Q — HOW MANY VERSIONS DID YOU TEST BEFORE YOU DECIDED ON THE FINAL ONE?**

**GP** — We screened dozens of formulas, and over ten brushes before landing on the perfect combination for launch.

**Q — GOT ANY SPECIFIC APPLICATION TIPS FOR THIS UNIQUE NEW WAND?**

**GP** — For the best results, sweep lashes from root to tip. Repeat until the desired amount of lift and volume are achieved. Start at the base of the lashes and swipe upward with a lifting action to push and stretch the lashes. Use the tip of the brush to reach outer and inner corner lashes. Twist the brush as needed during application to fully access the formula. For smoother application, don’t let the mascara dry between coats.







# GIGI HADID

MAYBELLINE NEW YORK'S RESIDENT IT GIRL, GIGI HADID, SHARES HER BEST TIPS FOR GETTING SEXY LASHES, WHENEVER AND WHEREVER.

**Q — WHEN YOU'RE WEARING A REALLY DRAMATIC LASH LOOK, DO YOU FEEL LIKE YOU CARRY YOURSELF DIFFERENTLY? DESCRIBE HOW IT CHANGES YOUR ATTITUDE, CONFIDENCE, ETC.**

**GH —** I always have more confidence when I know my lashes look good.

**Q — WHY ARE LASHES SUCH A KEY PART OF CREATING A SEXY MAKEUP LOOK?**

**GH —** They make your eyes look bigger and brighter, which makes the rest of your makeup look stand out.

**Q — DO YOU REMEMBER THE FIRST TIME YOU EVER WORE MASCARA? DO TELL!**

**GH —** The first time I wore mascara was probably when I was little and playing in my mom's makeup drawer.

**Q — WHEN YOU ONLY HAVE FIVE MINUTES TO DO YOUR MAKEUP FOR AN EVENT, WHAT IS YOUR GO-TO LOOK?**

**GH —** I put on mascara and a bit of bronzer!

**Q — GOT ANY TIPS FOR APPLYING MASCARA OR APPLYING IT ON THE GO?**

**GH —** Make sure you cover the roots well and then follow through to the tip. In the back of a cab, it's best to do the roots at a red light and finish up the ends once the car starts moving again.

**Q — WHAT DO YOU LOVE THE MOST ABOUT THE FALSIES PUSH UP DRAMA BRUSH?**

**GH —** I love that it lifts the lashes from the root. Mascara that lifts and creates volume is perfect for my eye shape.

**Q — WHAT OTHER MAKEUP PRODUCTS WOULD YOU WEAR FALSIES PUSH UP DRAMA WITH DURING THE DAY? HOW WOULD YOU ROCK IT AT NIGHT?**

**GH —** It can help boost any makeup look at any time.

# DRAMA KING

WORKING WITH MAYBELLINE NEW YORK IS SOMETHING BIG-NAME DIRECTOR JAKE NAVA HAD ON HIS BUCKET LIST FOR A LONG TIME. FIND OUT HOW HE CHANNELED HIS EXCITEMENT INTO A MEMORABLE SHOOT.



**JAKE NAVA**  
Director

**JAKE NAVA IS THE DIRECTOR BEHIND SOME OF THE MOST ICONIC MUSIC VIDEOS AND FASHION CAMPAIGNS OUT THERE.** Whether he's working with a mega pop star or a supermodel, the man knows how to create a stir. For his first ever project for Maybelline New York, the London-based, father of two took his inspiration from nightlife in The Big Apple. Here, he explains exactly what vibe he was going for.

**Q — HOW DID YOU GET INTO DIRECTING?**

**JAKE NAVA** — My first video was for an artist called Misty Oldland. The song was "Got Me A Feeling" featuring Omar. It was an acid jazz style track. I've always been focused on making the people in front of my camera look their best. Of course, what 'best' means is very different depending the project, the type of artist or the brand I'm working with.

**Q — HOW DID YOU LAND YOUR GIG WITH MAYBELLINE NEW YORK?**

**JN** — Mostly by being persistent. I have long admired the unique visual aesthetic that Maybelline has managed to carve out in the beauty world—something that's hard to do in a saturated market. Maybelline has retained a strong creative position in this space, and I wanted to be a part of the ongoing success.

**Q — WHAT WAS THE ATMOSPHERE LIKE ON SET?**

**JN** — We were shooting a lot of material for several different spots, so there was a momentum and energy that was fun. It got intense at times, though!

**Q — WHAT WAS THE CONCEPT FOR THE TV COMMERCIAL AND DIGITAL FILM?**

**JN** — For the TV spot, I used vivid colors to capture the fun and confidence that comes from being in one of the most energetic cities in the world. The digital piece has a tone that's fresh, urban and authentic. It's about savvy young women that know who they are, and aren't afraid to show it.

**Q — DID YOU HAVE AN ULTIMATE GOAL IN MIND FOR THE PROJECT?**

**JN** — It was important to me that the films feel authentic to the glamorous young lifestyles of the 'It girl' models we were using. I wanted the spot to merge iconic beauty and fashion with a slightly more raw and real approach that evoked the cool way these girls actually live.



BEHIND THE SCENES

# BEHIND THE SCENES WITH GIGI HADID

HERE'S AN INSIDE LOOK AT WHAT WENT DOWN ON THE PUSH UP DRAMA SET



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