



EYLURE
L O N D O N

2025
Product Brochure





FALSE LASHES, TRUE STORY.

THE UK'S NUMBER 1
BEST SELLING
FALSE LASH BRAND*.

We are fear-less, we are expressive and we
are dedicated to making eye beauty easier
than ever before.

It's time for you to take the lead...
Be individual, be bold, be vibrant.
With our lashes, we want you to express
your fearless, fabulous selves and grab
your spotlight!

*IRI Lash Category December 2024



HALF THE LASH, DOUBLE THE WOW!



HALF LASH

Half the Lash, Double the Wow
Elevate your look effortlessly with our half lashes, designed to add just the right amount of volume and length for a natural yet striking finish. Perfectly sized, they require no trimming—just apply and go!



Nº 5
70876K



Nº 7
70889K



Nº 9
70896K



3/4 LENGTH

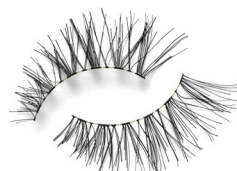
No fuss, no measure & no trim lashes.
With shorter lash bands, this collection is perfect for first-time lash users or those who want a quicker lash application.

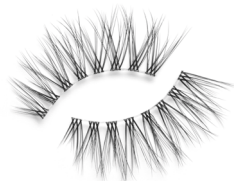


BEFORE



AFTER

N° 001
70872KN° 002
70122KN° 003
60 01 816NN° 004
70123KN° 006
70052KN° 008
60 02 418NN° 011
70133KN° 012
70189KN° 013
70375KN° 018
70578KN° 024
70579KN° 025
70696KN° 026
70695KN° 028
70890KN° 030
70693K



N° 021
70785K



N° 022
60 02 419N



N° 023
70702K



N° 031
60 01 321N



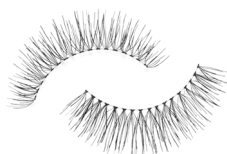
N° 032
70725K



N° 033
70786K



N° 034
70726K



N° 035
60 01 204N



N° 038
70789K



NATURALS

For a soft and natural look.
Our Natural lashes are subtle
and light but still create an
impact.





LIGHT & WISPY

For a fluttery, wispy look.
Our Light & Wispy lashes are
delicate and textured for a gorgeous
messed up finish.



Nº 117
60 01325N



Nº 160
70764K



Nº 162
70763K



Nº 166
70765K



Nº 165
70369K



Nº 167
70466KEU



Nº 169
70467KEU

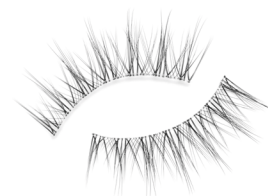


Nº 174
70354K



HYBRID

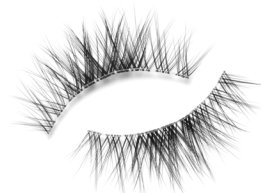
Get a salon-quality lash look at home with our Hybrid Full Strip Lashes. Perfect for any occasion, these lashes offer the ideal balance of glam and everyday wear.



Hybrid N° 210
70877K



Hybrid N° 212
70878K



Hybrid N° 214
70898K



FULL & WISPY

For a fluttery, wispy look. Our Full & Wispy lashes are dark and textured for a gorgeous messed up finish.



Nº 175
60 01 970N



Nº 184
70613K



Nº 186
70614K



SMOKEY EYE

Our Smokey Eye lash collection gives you the ultimate 'Smokey Eye' look in one easy step.



N° 21
70142G



N° 23
70143G



N° 25
70600K



VOLUME & LENGTH

Combining the fullness of Volume lashes with the stunning length.



N° 131
70580K



N° 132
70581K



N° 133
70582K



N° 098
70885K



N° 099
70905K



N° 101
60 01115N



N° 102
70056K



N° 103
70058K



N° 104
70242K



N° 109
60 01916N



VOLUME

For a full yet natural look.
Our Volume lashes give you
wished-for length with great
depth.



VOLUME - EXTREME CURL

Getting a salon extension look has never been easier with Eylure's range of Volume Extreme Curl lashes. Get the lash extension look you know & love in a full strip lash.





N° 110
70445K



N° 112
70447K



N° 113
70448K



N° 114
70495K



N° 119
70533K



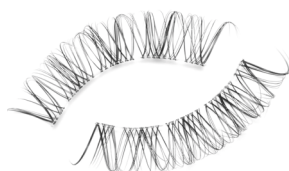
N° 123
70706K



N° 125
70615K



N° 128
70616K



N° 136
70884K



N° 137
70792K



N° 138
70904K



Clusters
70629K



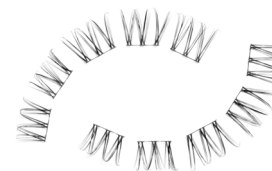
Trios
70685K



Voluminous
70791K



Dramatic
70793K



Wispy N° 9
70883K



Fluffy N° 11
70903K



DRAMATIC

For a full and bold look. Our Dramatic lashes give a fuller, more intense look to the eye.



N° 126
60 01363N



DRAMATIC 3D

With a criss cross under-layer to add texture and lift, this layered lash collection adds full and bold drama.



N° 191
60 02355N



N° 193
6002356NEU



N° 196
6002357NEU



PRE-GLUED

Our pre-glued band has been developed to last longer than all other pre-glued lashes. Get Lashed up in 15 seconds & stayed lashed for up to 15 hours.



Nº 101
60 01 983N



Nº 117
60 01 984N



PRE-GLUED CLUSTERS

For lash lovers who crave the look of salon extensions without the hassle. With easy, one-step application, you can achieve your dream lashes in seconds—no extra glue required. Simply apply these pre-glued clusters directly on top of your natural lashes for an instant natural seamless look.



Naturals
70879K

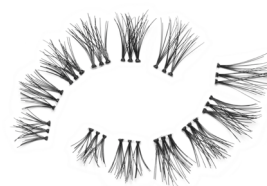


Wispy
70900K

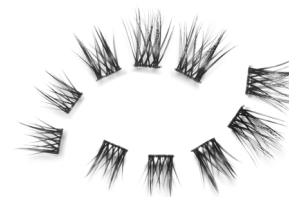


CLUSTERS

Design your own lash look.
Using our 18HR lash glue, our
Cluster lashes are perfect to
customize and create a bespoke
lash look again & again.



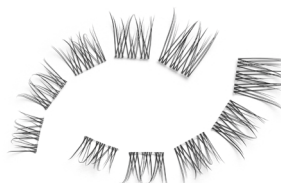
Trios
70618K



Volume
70700K



Fluffy
70772K



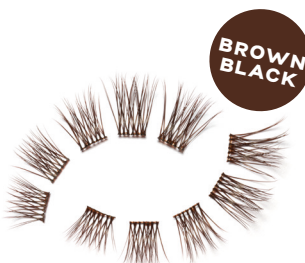
Wispy
70773K



Lengthening
70775K



Definition
70701K



Brown Black
70774K



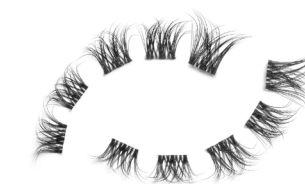
Naturals N° 5
70873K



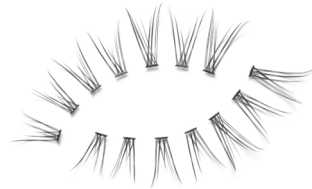
Fluttery N° 6
70874K



Flirty N° 7
70892K



Flirty N° 8
70893K



No Filter
70669K



Knotted
60 05 001N



Knot Free
60 05 006N



Duos & Trios
60 05 013N



SALON EXTENSIONS

Craft a customized lash look inspired by top lash techs that lasts up to 7 days. With a long-lasting glue and remover included, enjoy easy application and up to 6 applications per kit for effortlessly beautiful salon lash look at home.



Cluster lashes
70469K



Volume N° 01
70875K



LUXE FAUX MINK

A little bit of luxury for your lashes!
Soft and rich, this is a fabulous
collection of mink-effect styles.



LUXE 3D

Our super soft & extravagantly full lash collection is crafted from a soft, mink-effect fibre.



Millennium
70103K



Princess
70104K



Cluster lashes
70538K

TOP
SELLER



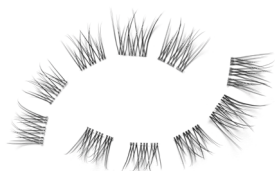
Dramatic N° 03
70894K



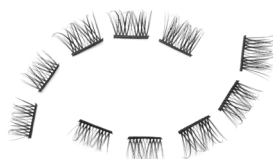
UNDERLASH

This kit includes 30 wispy lash flares, a 7 day bond, an applicator, and remover so you have everything you need to create a stunning salon lash extension look that is applied under your natural lashes.

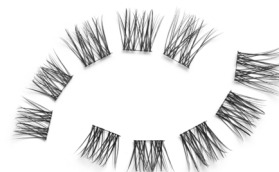
7-day wear without reapplying.
89% of testers said they would buy this product.



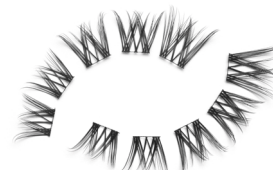
Wispy
70744K



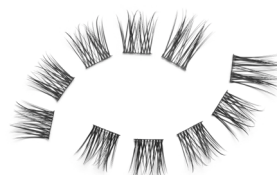
Naturals
70794K



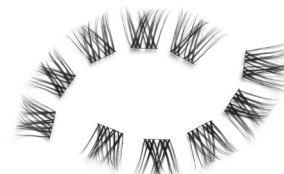
Wispy
70795K



Mermaid
70796K



Lengthening
70797K



Volume
70798K



UNDERLASH

The Underlash Salon Extension Clusters are an innovative way to get a salon finish lash look at home.

Apply the clusters under your natural lashes for a long-lasting lash look. Paired with our 7-Day Bond & Remover, your lashes will last up to 7 days.



7 DAY BOND & REMOVER

Use with individuals or salon extensions
 7-day wear without reapplying
 Bond & Remover included in the pack
 89% of testers said they would buy this product

70741 EY UNDERLASH - Bond & Remover
 70776K EY UNDERLASH - Bond & Remover - Clear



UNDERLASH PRE-GLUED CLUSTERS

A kit of 30 Pre-glued flares
 Up to 5 applications
 91% of users said it gave a seamless salon look
 93% of users said this kit didn't damage their natural lashes
 All day comfortable wear
 One step easy application
 Apply directly under your natural lashes

70675K UNDERLASH - Pre-Glued Clusters - Naturals (with applicator)
 70743K UNDERLASH - Pre-Glued Clusters - Extreme Curl (with applicator)
 70882K UNDERLASH - Pre-Glued Clusters - Lengthening
 70902K UNDERLASH - Pre-Glued - Fluttery
 70906K- UNDERLASH- Pre Glued Clusters- Naturals
 70907K- UNDERLASH- Pre Glued Clusters- Extreme Curl

18 HOUR LASH GLUE - AVAILABLE IN 2 FORMATS



SILICONE APPLICATOR

Long lasting Latex Free lash adhesive. With 18 hour wear, this glue dries quickly and is perfect for Latex allergy sufferers. Safe and effective.

For use with strip lashes & cluster lashes.
Cruelty free.

AVAILABLE IN CLEAR AND BLACK

60 03 013N - 18H Lash Adhesive Clear
60 03 015N - 18H Lash Adhesive Black



BRUSH APPLICATOR

AVAILABLE IN CLEAR

70719K - 18h Glue with Brush Clear

SALON ADHESIVE & REMOVER

Suitable for salon extensions & at home lash application



SALON EXTENSION ADHESIVE

Adhesive for applying individual lashes that lasts up to 7 days. Safe and effective. Cruelty free.

AVAILABLE IN CLEAR AND BLACK
 60 03 002N - Salon Extension Adhesive Clear
 60 03 004N - Salon Extension Adhesive Black



SALON EXTENSION REMOVER

Quick acting lash remover to gently remove Individual lashes from natural lashes. Easy to use and cruelty free.

60 03 003N - Salon Extension Remover



**UK'S
No.1
BROW
DYE**

DYBROW

Dybrow creates dark, glossy brows that last up to 6 weeks. The silky colour and the easy mix dual cream formula create a non-drip, easy to work with, colour for brows.

EACH KIT INCLUDES A MASCARA APPLICATOR
AND WILL GIVE UP TO
12 APPLICATIONS.

LASTS UP TO 6 WEEKS

APPLICATION IN UNDER
15 MINUTES

Also available in a twin pack 70121K



5301001K
Dybrow Black



5301003K
Dybrow Dark Brown



70494K
Dybrow Mid Brown





LASH TINT

A NO MIXING FORMULATION.

SIMPLY APPLY THE COLOUR,
THEN APPLY THE DEVELOPER.

APPLICATION IN UNDER
5 MINUTES.

UP TO 8 APPLICATIONS.

DEEP AND GLOSSY LASHES
FOR UP TO 6 WEEKS.



5301021K
Lash Tint Black



5301022K
Lash Tint Dark Brown



LASH CURLER

A Classic curler for press-&-go lash
curling. The classic lash curler in
matte black is the ideal complement
to our lashes.

60 08 065
Lash Curler



BODY TAPE

Our body tape is Ideal for effectively adhering garments to your body and preventing gaping and embarrassment.

AVAILABLE IN PRE-CUT STRIPS AND A DOUBLE SIDED ROLL



Body Tape Strips
6008011



Body Tape Roll
70549K



BRA TAPE

Eylure Bra Tape is a single sided adhesive tape to lift, shape and secure your breasts. With multiple ways to wear, depending on your clothing style, Eylure Bra Tape is easy to apply, comfortable to wear and is easily removed with baby oil.



DARK
70542K

MEDIUM
70541K

LIGHT
70540K

REUSABLE SILICONE NIPPLE COVERS



Our Nipple covers create a discreet and smooth look. They look and feel natural, even under sheer garmets.

DISPOSABLE FABRIC NIPPLE COVERS



Light
6008017



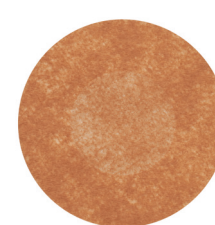
Medium
70544K



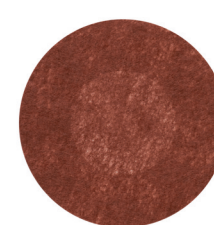
Black
70545K



Light
6008163



Medium
70546K



Dark
70547K



STAY CONNECTED



www.eylure.com