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FIRST CUSTOMIZED EYELASH CURLER MADE USING A 3D SCANNING APP
Crowdfunding campaign launches on Kickstarter by Voir Creations

Menlo Park CA – February 7th, 2015 Voir Creations has launched a Kickstarter campaign seeking pre-sales of their custom eyelash curler, the first of its kind made specifically to fit individual eye shape.

Voir Creations technology is based on the 3D reconstruction of a person's face to design the custom parts of the eyelash curler based on the shape of individual's eyes. The 3D image reconstruction is achieved by stitching together photos of a person's face obtained from different angles using the Voir mobile app (to be released free on both iOS and Android devices).

Voir Creations is tackling a long-standing problem – for most women, finding an eyelash curler that fits is a frustrating experience. Eyelash curlers are mass-produced in a generic shape with only slight differences between the various brands. Using one that doesn't properly fit your eyes not only makes for a frustrating experience, but can also be painful - resulting in pinching of the delicate skin around the eye. Currently, the customer is constantly trying different eyelash curler brands, hoping to find a better fit – which is waste of an individual's attention and money.

Voir Creations wants to take both the frustration and pain out of the experience of curling the eyelashes. Along with a custom fit, the Voir eyelash curler has been designed for superior functionality and comfort.

Voir custom eyelash curler features:

- **A custom fit**
Voir technology uses image data from a mobile app to design the eyelash curler components to specifically fit the shape of individual's eyes. The Voir eyelash curler aligns at the root of every eyelash, making it possible to curl the hard-to-reach lashes in the outer corners of the eyes.
- **Bars-free design**
By redesigning the attachment of the curling mechanism, the sidebars were taken out, which eliminates pinching the eyelid as the mechanism opens and closes.
- **Low profile**
Designed with low profile smooth parts, the body of the curler doesn't jam into your cheek as you squeeze the handles together.
- **Ergonomic handles**

Lightweight polycarbonate handles, featuring a rounded groove and an extension so you can rest all three fingers on the handle for ultimate comfort and control.

- **Stay-in-place silicone pad**
The pad is designed with a T-profile that fits tightly into its trench and won't slip out as you curl your lashes.
- **Natural curl**
The soft flexible silicone gives your lashes a natural C-like curl, without crimping or making your lashes L-shaped.

Voir Creations Kickstarter campaign is now live at <https://www.kickstarter.com/projects/voircreations/first-customized-eyelash-curler-made-using-a-3d-sc>

About Voir Creations

Voir Creations was founded in 2013 in Palo Alto, CA by Adele Bakhtiarova, with the goal of creating a custom eyelash curler that fits individual eyes. The patent pending technology uses 3D imagery of a person's face obtained with a mobile app to design the custom components of the eyelash curler.

Voir Creations is passionate about making a positive impact on women's lives by delivering the perfect solution to curling eyelashes.

About the founder

Molecular-biologist-turned-entrepreneur, Adele Bakhtiarova, has previously worked in stem cell biology, drug discovery and DNA sequencing fields at companies such as Novartis, Genentech, Ipierian and Halcyon Molecular. The idea of a custom eyelash curler came out of Adele's own frustration – the inability of curling the lashes in the outer corners of the eyes; the shape of the eyelash curler didn't properly fit the eye.

Adele's insight was to use a smartphone to get a 3D image of the face and based on that design the custom eyelash curler. In the process, she taught herself 3D CAD modeling software and embraced 3D printing technology for making rapid prototypes and testing the designs. Adele is dedicated to delivering the best eyelash curler ever made that will fit the way it should.

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