ABSTRACT

This thesis is about eyelash nourishment, to promote effective eyelash treatment and reach the target group of middle-aged women. At present people tend not to care much about the health of their eyelashes and Pruksa's company doesn't publish much about advertising about it. So at that time I saw the problem and then it became my project for my Thesis.

The process of finding information by collecting data by using Questionnaires to find the general insight of 100 women, then select the 5 people who always use mascara and who do the eyelash extension an as the focus group to have a deeper insight. After that, when I got the result from the questionnaire and focus group that from people who always want to adjust their eyelashes to look more beautiful inspite of knowing the consequence that it will damage their eyelashes and they don’t believe that the eyelash serum is useful.

The interpretation from the information is that the eyelash after using fake stuff will fall out easily. The main concept is to show the damage done when using the fake stuff while on the other hand if they use Pruksa 3D eyelash serum it will recover the eyelashes.