



EYLURE
L O N D O N

2026
Product Brochure



THE ORIGINAL LONDON LASH

We're Eylure London. Creators of the original London lash.

Born in a city buzzing with creativity and self-expression. A city where everyone's got their own style – from lash newbies to full blown lash queens.

For over 70 years, we've been all about making lashes that bring good vibes. From lash newbies to full-blown lash queens, fuelling confidence and helping you feel like your best self.

And just like London, we never stand still. We're always evolving. Always innovating. Driven by one goal: to inspire authentic individuality in everyone, everywhere.

Eylure London. Own your originality.



*Circana (UK) Ltd, All Outlets, False Lashes, Value Sales, 52 WE 1st March 2025



HALF LASH

Half the lash, double the wow!
 Elevate your look with our half lashes,
 designed to add natural-looking volume
 and length with ease. Perfectly sized
 for a flattering fit, no need to trim – just
 apply and go.



N° 3
70916K



N° 4
71007K



N° 5
70876K



N° 7
70889K



N° 8
70935K



N° 9
70896K



N° 10
71004K



3/4 LENGTH

No fuss, no measuring, no trimming lashes. With shorter lash bands, this collection is ideal for first-time users or anyone looking for a quicker, easier lash application.



N° 001
70872K



N° 002
70122K



N° 003
60 01 816N



N° 004
70123K



N° 008
60 02 418N



N° 011
70133K



N° 012
70189K



N° 013
70375K



N° 016
71014K



N° 017
71016K



N° 024
70579K



N° 025
70696K



N° 027
71017K



N° 028
70890K



N° 022
60 02 419N



N° 031
60 01 321N



N° 032
70725K



N° 033
70786K

BROWN
BLACK



N° 035
60 01 204N



N° 037
71009K



N° 039
70918K

NATURALS

For a soft, natural look, our Natural lashes feature lightweight, wispy fibres that subtly enhance your lashes - perfect for everyday wear.





LIGHT & WISPY

For a fluttery, wispy look, our Light & Wispy lashes are delicately textured to create a soft, beautifully effortless finish.



N° 117
60 01 325N



N° 160
70764K



N° 162
70763K



N° 165
70369K



N° 172
71019K



N° 174
70354K



HYBRID

Get a salon lash look at home with our Hybrid lashes. Perfect for any occasion, they strike the ideal balance between everyday wear and effortless glam.



N° 210
70877K



LIGHT & FLUFFY

Achieve a soft, lifted finish with our Light & Fluffy lashes. Crafted with fluffy fibres and mixed lash lengths, they create a beautiful eye-opening look.



N° 250
71026K



N° 258
71029K





N° 175
60 01970N



N° 184
70613K



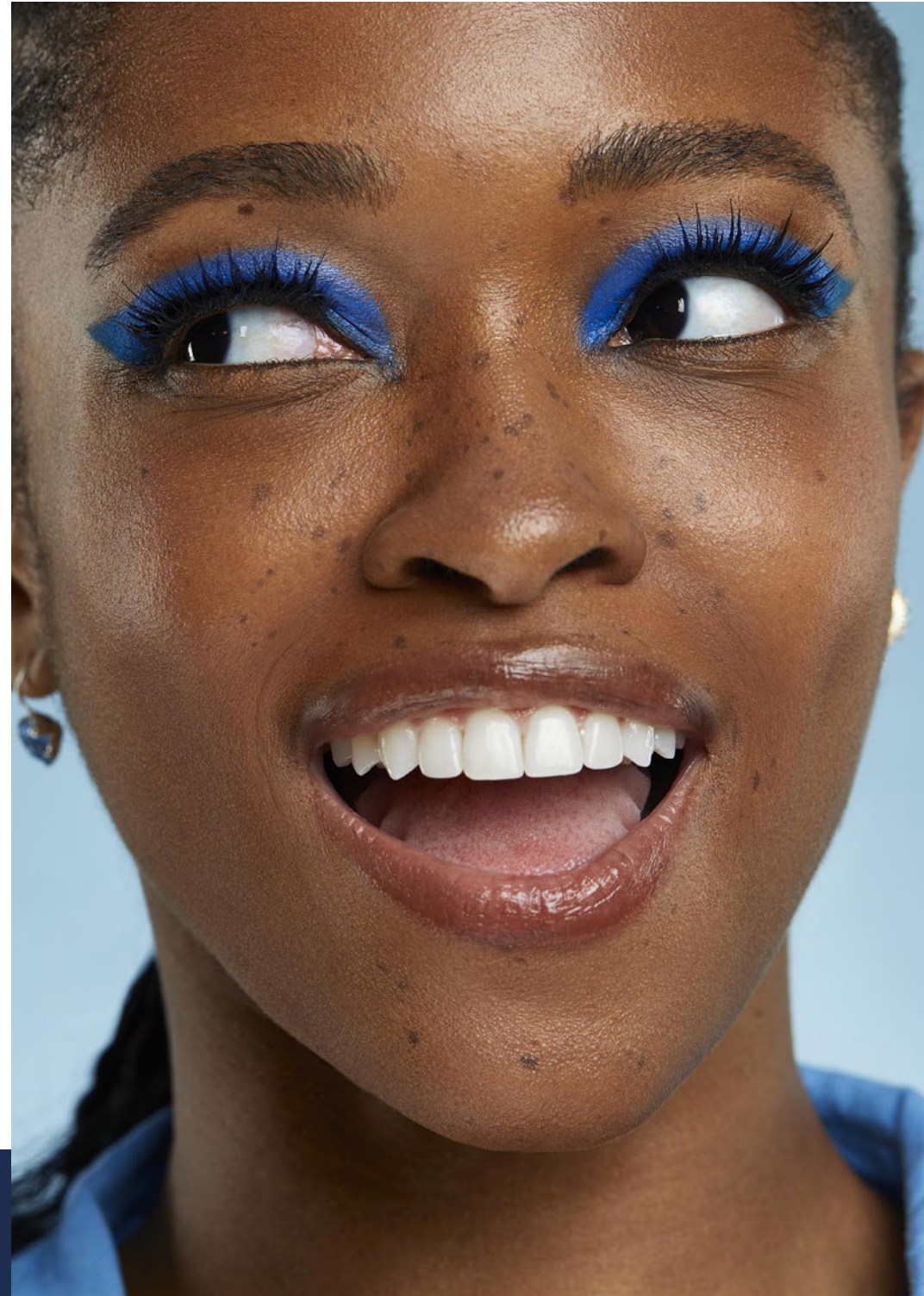
N° 186
70614K



N° 187
70919K

FULL & WISPY

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





N° 098
70885K



N° 099
70905K



N° 101
60 01 115N



N° 103
70058K



N° 104
70242K



N° 109
60 01 916N



VOLUME

For a full yet natural look, our Volume lashes deliver the length you want with added depth for a beautifully defined finish.



VOLUME & CURL



Getting a salon-style extension look has never been easier with our Volume & Curl lashes. Achieve the lash extension effect you know and love in an easy-to-wear full strip lash and clusters.



N° 110
70445K



N° 112
70447K



N° 113
70448K



N° 114
70495K



N° 119
70533K



N° 123
70706K



N° 125
70615K



Trios
70685K



Voluminous
70791K



Dramatic
70793K



Clusters
70629K



FAUX MINK

A little luxury for your lashes. Soft, rich and beautifully refined, this collection features stunning faux mink strip and cluster lashes, crafted with fine, hand-finished fibers for an ultra-soft, lightweight and luxurious feel.



Emerald
70957K



Cluster lashes
70469K



Wel Look N° 30
71033K



Volume N° 01
70875K



2026

PRODUCT BROCHURE



CLUSTERS

Create a lash look that's uniquely yours with our Cluster lashes. Pair with our 18HR lash glue for easy customisation and all day wear.



Volume
70700K



Fluffy
70772K

TOP
SELLER



Wispy
70773K



Lengthening
70775K

TOP
SELLER

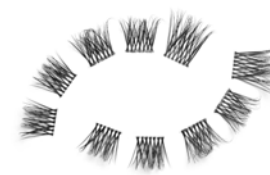


Definition
70701K



Brown Black
70774K

BROWN
BLACK



Flutter N° 4
70922K



Naturals N° 5
70873K

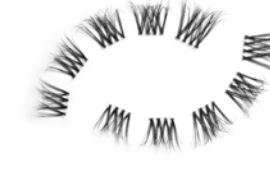
BROWN
BLACK



Fluttery N° 6
70874K



Dramatic N° 12
70923K



Soft & Fluffy N° 26
71031K



Full Volume N° 33
71011K



Wispy
70744K



Naturals
70794K

UNDERLASH

Our Underlash Kit includes 30 lash flares, a 7-day bond, remover, and an application -everything you need to create a stunning, salon-style lash extension look. Enjoy up to 7 days of wear without reapplying.



UNDERLASH PRE-GLUED

Our Underlash Pre-Glued includes 30 pre-glued flares, offering up to 5 applications. Designed for a one-step, easy application under your natural lashes, they provide all-day comfortable wear. 93% said the kit didn't damage their natural lashes.*

- 70906K1 UNDERLASH - Pre Glued Clusters - Naturals
- 70907K1 UNDERLASH - Pre Glued Clusters - Extreme Curl
- 71024K UNDERLASH - Pre Glued Clusters - Fluffy

*Based on a user trial in which 68.75% of 48 participants reported results lasting 7 days when used as directed. Individual results may vary.

*Based on a user trial in which 93.20% of 103 participants reported kit didn't damage their natural lashes. Individual results may vary.





PRECISION SILICONE APPLICATOR

Our long-lasting, latex-free lash adhesive delivers up to 18 hours of wear. This fast-drying formula is safe and effective, making it ideal for those with latex allergies. Suitable for use with both strip and cluster lashes. Cruelty-free.

AVAILABLE IN CLEAR AND BLACK

18H Lash Adhesive Clear
60 03 013

18H Lash Adhesive Black
60 03 015



BRUSH APPLICATOR

AVAILABLE IN CLEAR

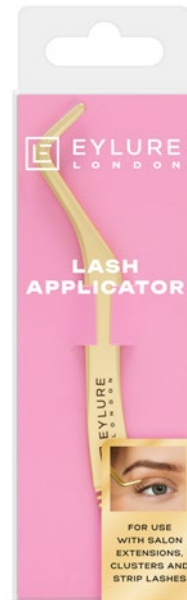
18h Glue with Brush Clear
70735K



LASH CLEANSER

Our gentle yet effective 3-in-1 foaming Lash Cleanser is designed to prep natural lashes, revive strip lashes, and cleanse cluster lashes or lash extensions while on the eye. It includes a soft cleansing brush for a gentle, comfortable cleanse.

Lash Cleanser
71025K



LASH APPLICATOR

Our dual-ended tool is designed to get close to the lash line for precise, effortless application. It features a precision tip for easy placement and a comb end to gently blend natural and false lashes together for a seamless finish.

Lash Applicator
70929K



LASH CURLER

Our classic lash curler is designed for quick, press-and-go curling. Finished in matte black, it's the perfect complement to our lashes.

Lash Curler
60 08 065



Also available in a twin pack 70121K

DYBROW

Our permanent tint 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

UK'S No.1 BROW DYE

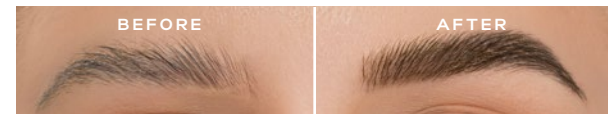
100% GREY COVERAGE



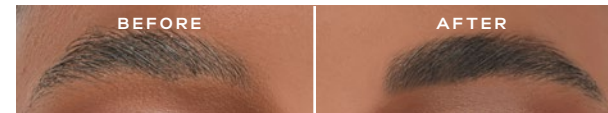
Dybrow Mid Brown 70494K



Dybrow Dark Brown 5301003K



Dybrow Black 5301001K



TOP SELLER



Lash Tint Black
5301021K

LASH TINT

- Deep & glossy lashes for up to 6 weeks
- A no mixing formulation
- Simply apply the colour, then apply the developer
- Application in under 5 minutes
- Up to 8 applications



BODY TAPE

Our transparent body tapes are an easy way to secure your outfit, helping prevent gaping and keeping everything in place so you can feel confident all day.

AVAILABLE IN PRE-CUT STRIPS AND A DOUBLE SIDED ROLL



Body Tape Strips
6008011



Body Tape Roll
70549K

BRA TAPE

Our Bra Tape is a single-sided adhesive tape designed to lift, shape, and secure your breasts. With multiple ways to wear depending on your outfit, it's easy to apply, comfortable to wear, and easily removed with baby oil.



Dark
70542K

Medium
70541K

Light
70540K



Light
6008017



Medium
70544K



Light
6008163



Medium
70546K



Dark
70547K



Neutral
70933K

REUSABLE SILICONE NIPPLE COVERS

DISPOSABLE FABRIC NIPPLE COVERS

SMOOTHING NIPPLE COVERS

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



SALON LASH

A little bit of luxury for your lashes. Soft and rich, our Salon Lash collection is inspired by the latest innovations and trend-driven styles emerging from the salon.

Designed as an accessible, entry-level collection, making it easy for new consumers to discover, try, and fall in love with salon-inspired lashes.





Half Lash N° 2
70809K



3/4 Length N° 3
70810K



3/4 Length N° 5
70811K



Wispy N° 13
70814K



Volume & Curl N° 20
70837K



Volume & Curl N° 22
71049K



Wispy Clusters
70817K



Fluttery Clusters
71050K





LASHED BY

Lashed by Eylure London is a trend-led collection inspired by the latest looks dominating your social feed. Created for consumers looking to step into trending lash styles with confidence and ease.



N° 901
71012K



N° 903
71030K



N° 905
71041K



N° 907
71013K



Fluffy
71042K



OWN YOUR ORIGINALITY

pdc brands
wellness & personal care

Find us on LinkedIn: PDC Brands (UK)
customerservices@originaladditions.co.uk
+44 (0)20 8573 9907