

A DEEP, DARK LOVE STORY

THE DARK Lip

Dark lip strikes again. Deep wines, rich burgundies, velvety purples and opulent browns are what should be on your lips this season. We have translated the dramatic runway lip into everyday beauty. No need to worry because this trend is sure to work on all skin types. The bonus, it instantly makes teeth appear whiter and brighter. The sultry dark lip is the perfect accessory for both daytime and evening attire.

So you ask yourself, "How do I pull this off?" It's very simple, keep the rest of your look understated and clean and play up the bold lip.

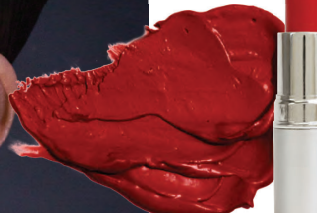
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Colors may vary due to monitor settings and devices.

FAIR Fair skin with creamy or slight pink undertones:



MATTE RETRO RED ●
neutral red



Lip GLOSSARY

WE RECOMMEND: RTW
● cool ● warm ● neutral

LIGHT Light golden and slight pink undertones:



MEDIUM Medium neutral undertone, to medium skin with a golden and slight pink undertones:



Tip

MAKE UP ARTIST

Select a lip liner that is in the same tone to create a 'stay put' pout. Apply a nude liner (Twig Sketch Stick) to edges of lip and corners to keep it from running and smudging.



DEEP Dark skin with brown/yellow, brown/red, or blue/brown undertones:



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