

SS-2023 TREND



ColorLab[®]
PRIVATE LABEL

LOOKING GOOD IN MAGENTA

Color of the Year 2023
Viva Magenta

IPS FOR WEARING THE PANTONE COLOR OF THE YEAR!

It's official—2023 is here, and with the new year comes new beauty and style trends that should be at the forefront of all business owner's minds. Pantone has announced the 2023 color of the year, and it's a fun one! **VIVA MAGENTA** is the color of the year. And whether it's already your color of choice or you are not sure how to start incorporating it into your look, we have got you covered. In this article, we will show you how to rock **VIVA MAGENTA** and which products can help you incorporate it into your look.

About VIVA MAGENTA: The Pantone Color of the Year

VIVA MAGENTA is Pantone's official color of the year for 2023. It is a **bold pink** and **purple blend**. Its rich and vivid shade makes it a bold option but one that is certainly easier to wear than prior colors (2022 Veri Peri...we are looking at you!) The color was chosen to represent **fierceness, bravery, and self-expression**—all qualities that are necessary for business owners who want to succeed in the new year.

How to Incorporate the Color Into Your Makeup Look

When it comes to makeup, the easiest way to work the **VIVA MAGENTA** into your look is to choose one feature to accentuate with the color while keeping the rest of your look somewhat neutral. Choose either a vibrant lip or eye look and use the color to draw attention. For an eye-catching look, try a **pink** and **magenta eyeshadow** look with a **darker purple** shade in the crease. For a statement lip, choose a **bright magenta lipstick** or a gloss and pair it with some highlighter for an overall more dimensional look.

For those of you who are a bit more comfortable making a statement with your makeup look, you could go for a **magenta eye** look and matching lips. You can even incorporate a subtle magenta blush to give your cheeks a hint of color while tying the looks together. For your eyes, do something easy but fun, like a classic **magenta smoky eye**, while topping it off with pair of falsies. Finally, finish off with a **bright pink lip**, and you are good to go!

FASHIONISTA
deep berry pink
smooth creamy

CUSTOM BLEND

- Crème Base
- .25 Blackberry
- .25 x 2 + .125 x 2 Ochre
- .25 x 2 Wineberry
- .25 x 2 Peach
- .25 x 2 Brown
- .125 Black
- 4 tiny Opal Frost
- 3 tiny Crystal Frost
- 2 tiny Azurite Frost

FIREWORKS
medium pink brown
smooth creamy

CUSTOM BLEND

- Crème Base
- .25 + .25 Wineberry
- 1.0 Peach
- .50 Brown + .25
- .25 Mahogany + .125 + .125

CELEBRITY BALL
Plum
shimmer

CUSTOM BLEND

- Crème Base
- 1.50 Mahogany
- .50 Wineberry
- .25 Blackberry
- 2 drops Blueberry
- 3 small scoop Opal Frost
- 3 tiny Brass Frost
- 6 drops Silkening Modifier

VIVACIOUS
true plum
natural

CUSTOM BLEND

- Butter Base
- .50 Body Builder
- .25 + .125 + .125 Blackberry
- .25 x 6 White
- .125 x 2 Wineberry
- .125 x 3 Crimson
- 5 tiny scoops Crystal
- .125 Blueberry
- 1 sm scoop Pink Frost
- 3 tiny scoops Diamond Dust

VALENTINO VELVET
cranberry
sheer shiny

CUSTOM BLEND

- Butter Base
- .50 + .50 Wineberry
- .25 + .25 Ochre
- .125 + .125 Blackberry
- .25 Brown

1 TRY A BRIGHT LIP A bold lipstick is one of our favorite tools for including **VIVA MAGENTA** in your look. Our lipstick formulas are infused with vitamin E and Jojoba oil to deliver the ultimate smoothing and conditioning benefits. Above are some Colorlab lipsticks that fit the bill for the color of the year:

LOOKING GOOD in MAGENTA

2 ADD A SUBTLE FLARE WITH A GLOSS If you don't want to commit to the opacity of a lipstick or liner, you are in luck. A magenta lip gloss is another excellent way to include **VIVA MAGENTA** in a subtle but flirtatious way. Our lip glosses feature Green Tea extract and Vitamin E for a multi-functional protective and rejuvenating benefit. Here are our favorite magenta glosses:

BLING BLING
medium pink brown

- CUSTOM BLEND**
- Lip Polish Base
- 4 drops Mahogany
- 1 drop Wineberry
- 1 sm scoop Crystal
- 1 sm scoop Garnet

GRENADINE
deep berry red

- CUSTOM BLEND**
- Smoothie or Glacé Base
- 4 drops Ruby Red
- 2 drops Wineberry
- 8 drops Red Red
- 1 drop Black

PRETTY PLEASE
sheer deep berry

- CUSTOM BLEND**
- Lip Polish Base
- 4 drops Ruby Red
- 1 drop Wineberry



Natural COLLECTION

3 ENHANCE YOUR CHEEKS If you want to do more than just your lips, there are a plethora of ways to incorporate the color of the year into your look. Colorlab blushes are made with natural mineral pigments to ensure long-lasting color without a heavy and unnatural look. The following blushes offer the perfect **VIVA MAGENTA** shade.



VIVA MAGENTA

PUSHOVER
rosy red
matte

CUSTOM BLEND

- ¼ † Star Ruby Frost
- 2 tiny Matte Red Color Adjuster
- 1½ † Med. Mineral Powder
- 1 tiny Crystal Frost
- 2 tiny Sand Frost



L'AMORE
dusty rose
matte

CUSTOM BLEND

- ¼ + ⅛ † Garnet Frost
- ½ † Translucent Modifier
- ⅛ † Alabaster
- 4 tiny Pink Frost



BERRY EXCLUSIVE
pink berry
shimmer

4 TRY A BOLD EYE VIVA MAGENTA also looks great when used on the eyes. To create an eye look featuring the color, try using one of our magenta eyeshadows. Our Colorlab eyeshadows are crafted with pigmented, smooth mineral formulas for long-lasting vibrancy. They are also free from common irritants.

CUSTOM BLEND

- ½ † Translucent Modifier
- ½ † Garnet Frost + 2 tiny
- ¼ † Brass Frost
- 2 tiny Violet Frost



GLISTENING GARNET
plum metallic
shimmer

6 ADD A NAIL POLISH The last step to making your look complete is to add a manicure. Incorporating **VIVA MAGENTA** into your nails is a great way to give your look a pop of color without overwhelming the rest of your look. The following shades are excellent choices.

5 SPRUCE UP YOUR EYES WITH A LINER When it comes to incorporating **VIVA MAGENTA** into your look, don't forget about eyeliner. A few swipes of purple-hued eyeliner can take your look to the next level and make a huge impact. Colorlab eyeliners are long-lasting and contain Vitamin E, Avocado, Lemon, Grapeseed, and more to nourish and protect the delicate skin around the eye.



LUSH BROWN



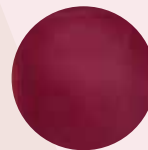
CALL ME CLASSY
berry



DRAMA QUEEN
wine



LIFE OF THE PARTY
plum



WINE NOT
shimmery ruby



BERRY BAD
eggplant