

***Lasting color clarity. Lip-cushioning gel comfort.***

***Finally, a long-wear lipstick your lips can love.***



- Gel lipstick delivers lasting wear without drying lips.
- Highly pigmented shades deliver stay-true color.
- Formula cushions lips for soft, velvety comfort.
- Optical enhancers deliver a soft-focus effect.

Every customer is different. She has unique needs and taste preferences. Mary Kay offers women a choice of lipstick formulas to meet multiple needs and multiple occasions, from everyday life to precious, once-in-a-lifetime moments.

**POWER STATEMENT:**

*Lasting color clarity. Lip-cushioning gel comfort. Finally, a long-wear lipstick your lips can love.*

**BENEFITS AND CLAIMS:**

Gel Semi-Matte Lipstick is the first full-coverage lipstick by Mary Kay to utilize advanced gel microsphere technology for rich, stay-true color that lasts for hours – without leaving lips looking or feeling dry. With color this pure, you can saturate lips, delivering a gorgeous level of color clarity. And with beautiful shades to choose from, it's a breeze to update your look to match your mood or fit your style. You're going to fall in love with this lip color!

Fortunately, this lip color loves you back. The lightweight gel formula glides on smoothly and cushions lips, leaving them feeling soft and supple. Plus, it's formulated to provide a soft-focus effect, with optical enhancers included to scatter light and blur the appearance of minor imperfections. And that's not all. The clear-top window makes finding your favorite shade a snap, whether it's in a cluttered handbag or makeup drawer.

Mary Kay® Gel Semi-Matte Lipstick glides on like silk, wears like plush velvet and hugs your lips in cushiony comfort. Love, love, LOVE!

**THE SCIENCE BEHIND THE PRODUCT:**

**Exceptional Color and Glide** – Pigments are milled for 24-hours for an ultrafine, smooth color. The base of this gel lipstick is translucent, allowing for rich color saturation. Plus, the pigment surface is specially coated to transform it to a gel-like fluidity, providing exceptional glide.

**Staying Power** – Advanced “Cushion Matrix Technology” utilizes ultrafine silica microspheres to embed and retain color on the surface of the lip. Consumer testing confirmed the result is fade-resistant staying power without drying effects.\*

**Soft-Focus Effect** – Optical diffusers scatter light to create a smooth appearance and soft-focus effect on lips, reducing the appearance of wrinkles. These same optical enhancers also help prevent feathering and bleeding.

**Lip Conditioning** – The delicate lip area is prone to moisture loss. That's why Mary Kay® Gel Semi-Matte Lipstick contains ingredients, such as sunflower seed oil and jojoba butter, to help condition lips.

\*Results based on a one-week independent consumer study in which 220 women used the product daily

**YOU'LL WANT TO TRY THIS IF:**

- You crave intense, long-lasting lip color.
- You prefer a full coverage lipstick with a semi-matte finish.

**USE-UP RATE:**

Depends upon individual customer usage

**FORMULA ATTRIBUTES:**

- Dermatologist tested
- Clinically tested for skin allergy
- Clinically tested for skin irritancy