

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

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



- Gel lipstick delivers long-lasting wear without drying lips.
- Cushiony, feel-good formula delivers soft comfort.
- Highly pigmented shades provide intense, stay-true color.

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

Express your mood, express your style – *express yourself!*

**POWER STATEMENT:**

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

**BENEFITS AND CLAIMS:**

Experience the genius of gel technology in two fabulous finishes – Gel Semi-Matte Lipstick or Gel Semi-Shine Lipstick – two long-lasting, cushiony, feel-good formulas!

The full-coverage lipstick utilizes gel microsphere technology for rich, stay-true color that delivers long-lasting wear – without leaving lips looking or feeling dry. With color this pure, you can saturate lips, experiencing a gorgeous level of color clarity. You're going to fall in love with this lipstick!

Fortunately, this lipstick loves you back. The lightweight gel formula glides on smoothly and cushions lips, leaving them feeling soft and supple. With two finish options, you can make lips pop with luminous shine or go more matte. It's the best of both worlds! Plus, the clear-top window makes finding your favorite shade a snap.

**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 gel formula delivers staying power without drying effects.\*

**Soft-Focus Effect** – Optical diffusers are included in the formula to create a smooth appearance and soft-focus effect on lips. These same optical enhancers also help the formula prevent feathering and bleeding.

**Lip Conditioning** – The delicate lip area is prone to moisture loss. That's why Mary Kay® Gel 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 Gel Semi-Matte wearers and 253 Gel Semi-Shine wearers used the product daily.

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

- You crave intense, long-lasting lip color.
- You prefer a full coverage lipstick that won't leave your lips looking or feeling dry

**USE-UP RATE:**

Depends upon individual customer usage

**FORMULA ATTRIBUTES:**

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