



"The Lowdown on the Lipsticks!"

A Reference Guide

Wow! What a line up! Our new glosses have a wonderful new, updated fragrance (more "grown up"); the lipsticks have the same formula, but the platinum tubes seem to twist so much more smoothly than the pink ones did; and the liners have a "frosted" top which you hold up to light to tell when they're running low.

BERRIES:

- BLACK CHERRY LIPSTICK: Not as dark as it looks. Falls between Antique Rose and Currant. Looks great on fair-skinned gals who don't normally like to wear the darker Berries. Shimmery, too!
- GRAPEFULL LIP GLOSS: VERY PURPLE. Similar to the "Super Octane" gloss in the Velocity set. Best on teens and women with dark beige to bronze skin tones.
- BERRY SMOOTHIE LIP GLOSS: Perfect for everyone. Similar in shade and intensity to Black Cherry. Great alone or on top of the Berry lipsticks.
- BURGUNDY LIP LINER: Hooray! Goes great with all the Berries except the very red/pink ones. Takes care of all the shades that didn't work with Berry or Dark Berry.

PINKS:

- SIMPLY PINK LIPSTICK: Love it! Smooth, soft, pink color, not harsh. Beautiful under any of the new glosses.
- PINK SHIMMER LIPSTICK: Goes on like a shimmery combination of Shell and Dusty Rose. Just adds some "healthy color" and shimmer to the lips.
- MAGENTA LIPSTICK: Not as intense as it looks! This shade is "kissin' cousins" with Fuchsia! When applied, it's a beautiful dark pink. Also great with a "Metal" (Silver Sand or Gold Dust) on top to subdue it. If you received the "Perfect Present Lip Compact" as a gift with purchase, it's in there!
- ALOHA PINK LIP GLOSS: BRIGHT! Great with a tan!
- DUSTY PINK LINER: This is like Neutral liner with a pink edge to it. It's really versatile and can go with virtually any color.

CHOCOLATES:

- BROWNIE LIP GLOSS: Think "French Roast" nail color. This is brown, but it's beautiful on the palest skin...just like the French Roast is. And of course, it will be a staple gloss color for darker skin tones.

TAWNIES:

- ORANGE CRUSH LIPSTICK: Have an open mind here! Purge all memories of Sunny Coral. This shade probably isn't a "wear every day" shade for the 40-something business woman, but it's BEAUTIFUL with Cream and Sugar gloss on top, lovely on light-haired women and of course, the Velocity-age gals will love it. It's not harsh; it's rich in color. Don't wear it lightly!

REDS:

- RED SALSA LIPSTICK: Where have you been all our lives?! This is the queen of the true reds! It's an essential, like white shirts and black pants. Looks great on everyone, alone or with Cream and Sugar or Natural gloss. Wear it!

NEUTRALS:

- FROSTED ROSE LIPSTICK: A browner version of the Pink Shimmer. Velocity girls will LOVE this one!
- RAISINBERRY LIPSTICK: This shade will become everything that Suede, Toffee and Sagewood have been over the years -- it looks beautiful on EVERYONE! It's an instant "I love it!" No one will dislike this color! It has shimmer and also looks lush with Almond Glaze gloss on top! This is Priceless Plum of old, or the crayon Fickle.
- CINNAMON TWIST LIPSTICK: This one falls right into the same category with Raisinberry...it goes on a bit lighter, with a little more tan and less brown, but it's still an "everybody loves it" shade. You saw it in the "Perfect Present Lip Compact."
- ALMOND GLAZE LIP GLOSS: The general consensus is that this is a "must have!" Applied over any color, it adds richness and a soft depth. And of course, it's great alone.
- CREAM & SUGAR LIP GLOSS: YUM! We thought it would be "Pearl" reincarnated but NO! It's a new creation! It has the effect of Intensity Controller on top of a color, but in a softer, "glossier" way. Very pretty on top of liner scribbled on lips instead of lipstick, too.
- NATURAL LIP GLOSS: The previous "Natural" actually had a pink tint to it...this new one is absolutely clear, so it does NOTHING but make the color beneath it shine.
- PINK POUT LIP GLOSS: Did you love Confetti? It's come back to life as Pink Pout! Soft and pretty, alone with liner or on top of any of the Pinks, Berries or Neutrals.

METALS:

- SILVER SAND LIPSTICK: Beautiful on its own with liner, but also does wonderful things over absolutely any color. Not much actual color to it...just metallic silver shimmer.
- GOLD DUST LIPSTICK: The same story as Silver Sand, only gold. It is pretty warm in color and doesn't look good on everyone. This will be great for those with warm tones to their hair and those who like to wear warm shades in their wardrobe. Again, it's very fun on top of another shade. See your "Perfect Present Lip Compact!"
- COPPER MINE LIPSTICK: Not for everyone, but for those customers who look especially good in copper tones, it's wonderful that we finally have one in our regular line. Nice shimmer!
- METALLIC LIP LINER: Another HOORAY! Goes with SO much! Try it on all the darker Neutrals, Metals, even Chocolates. A very versatile liner!

