

AVEDA

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lip color sheer

MAKEUP



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POSITIONING STATEMENT

Discover a taste for lightweight, succulent, moisturizing sheer color filled with luscious edible ingredients, anti-oxidants and naturally derived pigments. SPF 15 (U.S. market only).

PRODUCT BENEFITS

- Certified organic mouth tingling-freshening peppermint aroma/flavor tastes fresh and feels healthy
- Feeds your lips nutrients, anti-oxidants and conditioners to help protect and soften lips with each application
- Protects with natural SPF 15 (U.S. only)
- Lightweight plant emollients satiate lips with moisture and sheen
- Plant and food waxes and butters glide on smooth for immediate, even, rich color release
- Lip tube made from 88% PCR (post-consumer recycled) resins with aluminum accents containing up to 65% PCR (post-consumer recycled) content. Designed to be inserted into our refillable Lip Color case made from 30% natural flax infused resin.
- Packaged in 100% PCR newsprint shell made from recycled newspaper

INGREDIENT BENEFITS

- U.S. Patented Moisturizing/Anti-oxidant/Concentrate
- This synergistic complex combines plant and food technology for on-going environmental protection while helping to replenish and condition lips. Comprised of:
1. Organically grown blueberry, bilberry and cranberry among the best fruit anti-oxidants neutralize free-radical damage
 2. Astaxanthin (blue-green algae)—the health food industry's 100% natural anti-oxidant from blue-green algae—25 times stronger than vitamin E
 3. Alfalfa extracts that create their color in

- nature while serving as the plant protector now infused into Aveda lips delivers extraordinary anti-oxidant protection
- 4. Plant lipids deliver long-term moisturization and create a moisture barrier
- Organic jojoba, babassu, sesame, and rice bran oils—emollients infuse lips with moisture for a comfortable, lightweight feel
- Carnauba and orange peel waxes, cupuaçu and mango butter-prevent moisture loss while softening lips and delivering rich, smooth, even color
- Titanium/zinc naturally derived, micronized minerals protect lips from UVA and UVB rays. SPF 15 (U.S. markets only)
- Organic peppermint essential oil for refreshing aroma/flavor

PARTNERS WITH

- Lip Liner
- Lip Replenishment
- Lip Shine
- Refillable Lip Color Case

USAGE/APPLICATION

- Follow the natural contour of lips.
- Apply with Aveda Lip Brush for precise application.
- When conducting a Makeup Finishing Touch, use disposable cotton multi-purpose applicator pointed side for precise hygienic application.
- Focus intensity of color at center of mouth for a pouty look or extend to cover entire mouth for a classic result.
- Wear with Lip Liner for maximum boldness and intensity.