

# AVEDA

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MAKEUP

## lip liner



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02/06



### POSITIONING STATEMENT

Petal-soft liner formulated with plant waxes and fruit butters to shape and define lips.

### PRODUCT BENEFITS

- Formula is longwearing, non-feathering and doesn't smudge
- Prevents feathering of lip color
- Infused with 100% organic peppermint aroma/ flavor
- Vegetable waxes and fruit oils deliver a creamy liner that glides on easily with instant color
- Coordinated shades offer the perfect compliment to Lip Color Concentrates and Lip Color Sheers
- Pencil made from responsible wood source
- Packaged in 100% PCR newsprint shell made from recycled newspaper

### INGREDIENT BENEFITS

- FSC certified wood source
- 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—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—these emollients infuse lips with moisture for a comfortable, lightweight feel.
  - Organic peppermint essential oil for refreshing aroma/ flavor.

### PARTNERS WITH

- Uruku Lip Pigment
- Lip Color Concentrate
- Lip Color Sheer
- Lip Glaze
- Lip Shine

### USAGE/APPLICATION

- For a precise, defined effect, line the natural contour of lips working from the outside to the inside of the lip. Complete by filling in entire mouth.
- Wear alone or on entire lip for a matte finish.
- Layer with Lip Shine for a glossy finish.
- For best results, sharpen with Aveda Sharpener.

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