

LIPS WITH
IMPACT

TEXT BY
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PHOTOGRAPHS BY
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*Sophisticated
Berries*



*Rich
Reds*



*Cool
Pinks*

THE *Bold*³ STANDARD

A VIBRANT LIP COLOR has the power to do for your face what a pair of heels does for your legs: deliver an instant dose of style and drama. Plus, it's a **MINIMALIST'S DREAM**. That single bright stick is all you need to carry the look. Whether you go siren-red strong, berry-stained subtle, or true-pink pretty, these shades **SPEAK VOLUMES**.

WELCOME MATTE
Gone are the lip-dehydrating, shineless colors of the past. The latest formulas deliver that chic, matte look, but are packed with emollients for a creamy feeling of comfort. Left: M.A.C Mattene Lipstick in Seriously Rich. For details on where to buy, see page 52.

PICKING YOUR COLOR

Remember that rule about having to choose a "warm" or "cool" lipstick to match your skin tone? Ignore it. "With bold colors, go with your gut," says New York and Los Angeles makeup artist April Greaves. "If you feel good in it, you can wear it." Here, our favorite hues.

Plums & Berries



DEEP AND DRAMATIC MATTE
Three Custom Color Lipstick in Cool Plum, \$18.50, threecustom.com



SHEER GRAPE
Benefit Silky Finish Lipstick in Ms. Behavin, \$16, benefitcosmetics.com



SOPHISTICATED STAIN
Bobbi Brown Lip Color in Wine, \$21, bobbibrown.com



DEEP VIOLET
Yves Saint Laurent Rouge Pure Shine Lipstick in #23, \$28, nordstrom.com



UNIVERSALLY FLATTERING WINE
Laura Mercier Lip Colour Stickgloss in Cranberry, \$20, lauramercier.com

Classic Reds



BIG BURGUNDY
Lipstick Queen Lipstick in Wine Sinner, \$18, lipstickqueen.com for stores



AUDREY HEPBURN MATTE RED
M.A.C Mattene Lipstick in Seriously Rich, \$14.50, maccosmetics.com



STRIKING SCARLET Revlon Super Lustrous Crème Lipstick in Cherries in the Snow, \$8, drugstores



FIRE-ENGINE CRIMSON Estée Lauder Signature Lipstick in Rich Red, \$20, estelauder.com



LUXE, WARM GARNET
Chanel Rouge Allure Lipstick in Dazzling, \$30, chanel.com

Modern Pinks



TRUE MAGENTA
Maybelline Moisture Extreme Lipcolor in Crushed Cranberry, \$7, drugstores



BRAZEN, DEEP PINK
Christian Dior Rouge Dior Lipstick in Fuchsia Star, \$26, dior.com for stores



VIBRANT WATERMELON
American Beauty Enduring Beauty Longwear Lipcolor in Ultimate Pink, \$12.50, kohls.com



PRETTY, BALLET-SLIPPER PINK
Giorgio Armani ArmaniSilk Lipstick in #26, \$25, giorgioarmanibeauty.com



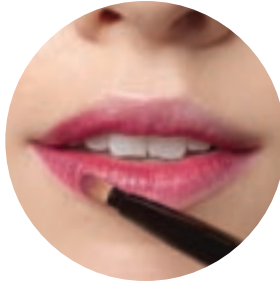
A FRESH TAKE ON CORAL
Make Up For Ever Lipstick in #403, \$18, sephora.com

PUTTING IT ON



Step No. 1

“Run lipstick over the middle of your bottom lip, focusing the tube toward the inside rather than the outside of your lip,” says New York City makeup artist Jenna Menard. “Then press lips together to distribute the color.”



Step No. 2

Use a lip brush to spread color from one corner of your mouth to the other. “Skip the lip liner,” says Sandy Linter, a New York City makeup artist. A brush paints on plenty of definition, and creates a softer, more modern look.



Step No. 3

To make color last, blot lips with a tissue and apply another coat. If the color is too bold for your comfort, simply blot it down a little more. The effect will be subtler, like a stain, but the color will still have a lot of impact.

TROUBLESHOOTING

If you overlook your parched, chapped lips before applying lipstick, you will actually highlight what you want to hide. For a clean slate, keep lips healthy with the following tips and remedies.

PROBLEM: YOUR COLOR KEEPS
Fading

SOLUTION If your lipcolor always wears off too soon, give it a reason to stick around. Prep your mouth with Clinique All About Lips, a rich cream that fills in the cracks with skin-softening ceramides and pampers your lips with vitamin E and green tea. Then smooth on some stick concealer (yes, you read it correctly), suggests Glenn Marziali, a Los Angeles makeup artist. “Concealer helps lock down color, and also brightens it by preventing your natural lip color from showing through.”



Clinique All About Lips,
\$20, clinique.com

PROBLEM: YOUR LIPS ARE
Chapped

SOLUTION When your mouth is just a little wind-whipped, a light layer of balm beneath your lipstick will soothe that skin. But sun protection is also key. “Lips burn easily, which contributes to dryness,” explains David Bank, M.D., a dermatologist in Mt. Kisco, New York. Bobbi Brown Lip Balm SPF 15 protects and hydrates, and it’s thin enough to wear under color. At night, use a deeper treatment, like Vaseline 100% Pure Petroleum Jelly (\$2, drugstores), which has petrolatum, a preferred ingredient of dermatologists.



Bobbi Brown Lip Balm
SPF 15, \$15, bobbibrown.com

PROBLEM: YOUR LIPS ARE
Flaking

SOLUTION To get a smooth and flake-free surface fast before applying a color, buff lips with a gentle scrub. Menard prefers the fine grains of the Euphoria Spa Lip Buffer. Or, mix together a little sugar and several drops of olive or almond oil to make a quick salve. Rub the paste over lips and then wipe off. To prevent recurrence, apply a treatment each night with skin-sloughing alpha hydroxy acids, says New York City dermatologist Arielle Kauvar, M.D., who likes Neutrogena Lip Nutrition (\$8, drugstores).



Euphoria Spa Lip Buffer,
\$17, euphoriaspanyc.com