

MOODSTRUCK

SPLASH

ALL-DAY MATTE LIP

LUSCIOUS LIPS THAT WON'T QUIT





All-day meetings to late-night dance party?

Girl boss to soccer mom to date night? You've got it, girl—with lips that look as fabulous as they feel for up to 10 hours.*

Every swipe of our new all-day matte lip is skin care for your lips with our pout-lovin' blend, featuring ingredients known to help with the appearance of plumped, hydrated, protected, and nourished lips.

*Results from an independent consumer study. Individual results may vary.

MOODSTRUCK SPLASH BENEFITS



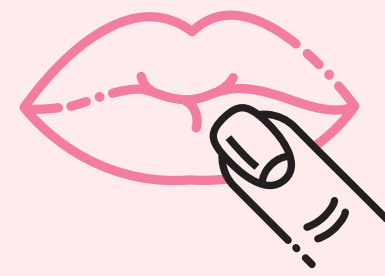
Feel-good color with staying power in a single swipe.



All-day wear with lip-lovin' care.



Lips that look as flawless as they feel.



Smudge- and transfer-resistant



AVAILABLE IN TEN COLORS



DIRTY CHAI
Warm Berry Brown



NAUGHTY BISCOTTI
Neutral Tan



LOVE YOU LATTE
Chocolate Brown



POUTY PINK
Rose



I'M BLUSHING
Pink Mauve



FEELING FUCHSIA
Fuchsia



PURPLE VAIN
Purple Mauve



BERRY BOLD
Berry



RED OVER HEELS
Brick Red



RED CARPET
True Red



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SPLASH
ALL-DAY MATTE LIP

CLAIMS

EASY TO APPLY
MATTE FINISH
LIGHTWEIGHT
LONG-WEARING
FULL COVERAGE

In an independent consumer study,
7 out of 10 felt **MOODSTRUCK SPLASH**
all-day matte lip:

- was easy to wear for 10 hours and didn't flake throughout the day*
- instantly provided a smoother appearance with full coverage in a single stroke*

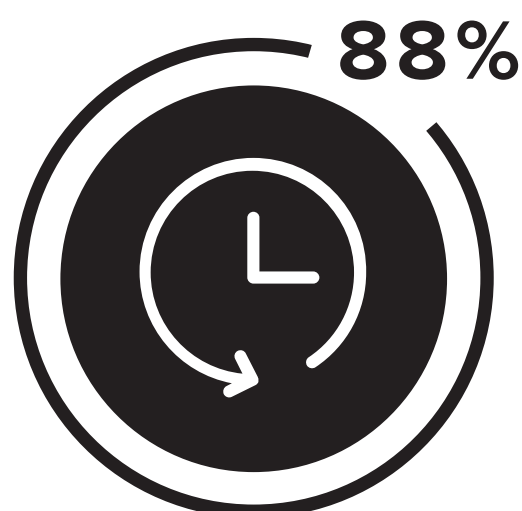


MOODSTRUCK SPLASH

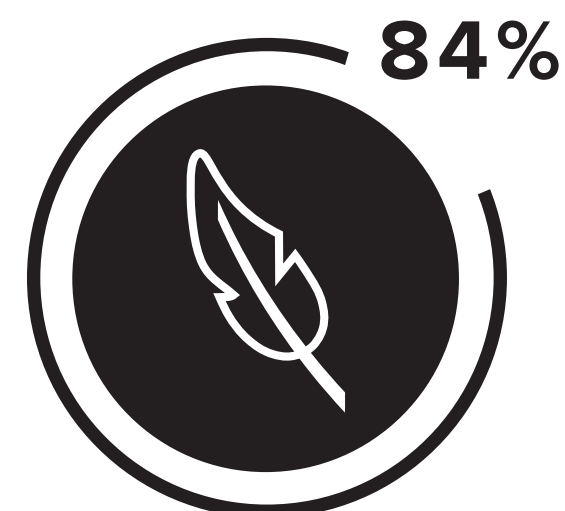
All-Day Matte Lip **Performed like a Pro**



confirmed that it dried with **no tackiness** left behind* and didn't feel sticky



felt it **dried quickly***



felt it was **not heavy** feeling on their lips*

The majority of the study participants felt that:

- after application, the **fine lines** around their lips were **reduced***
- it **did not feather** into fine lines around their mouth, still **looked even**, and the **color still appeared bold after 10 hours** of wear time.*

*Results from an independent consumer study. Individual results may vary.



KEY INGREDIENTS

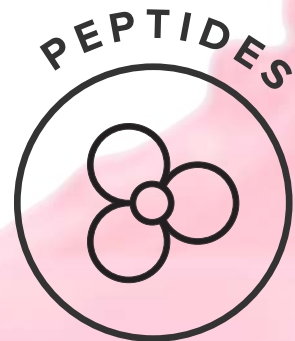
Every swipe is skin care for your lips with our unique **pout-lovin' blend**, with ingredients known to help with the appearance of plumped, hydrated, protected, and nourished lips.

Known to help reduce the appearance of fine lines and wrinkles to keep your skin looking and feeling smooth and hydrated.



Natural and vegetable-based, known to help boost your skin's natural defenses and protect from daily environmental aggressors like pollution and blue light.

Derived from an antioxidant-rich plant, known as the "kiss-me-quick" flower, known to help boost the appearance of volume, hydration, and softness of lips.



Known to help with the appearance of plumped and moisturized lips by using a unique microsphere technology that evenly disperses sodium hyaluronate into the oil phase of lip product formulation.



APPLICATION

For a flawless lip look:

1. Exfoliate with **MOODSTRUCK** lip exfoliator
2. Use **MOODSTRUCK PRECISION** lip liner to outline lips, if desired
3. Apply **MOODSTRUCK SPLASH** all-day matte lip—start on the Cupid's bow and line the corners of your lips
4. Apply **MOODSTRUCK SPLASH** all-day matte lip evenly over lips
5. To keep lips hydrated, use **YOU·OLOGY** lip mask overnight



New Applicator: The Swipe That's Always Right

- Designed to mimic the shape of your lips.
- Flexes just enough for a smooth application.
- Delivers a just-right amount of product on your lips, without excess.

Who Will Love It?

GEN X: 41-56 YEARS OLD



- Looking good is important, but there are competing priorities with busy family schedules as children get older and have more going on in life
- Doesn't get a lot of me time, but wants it

- Very ingredient-oriented (clean, vegan, good-for-you stuff)
- Search for products that reflect their aspirations for a healthy lifestyle and their ethical and environmental standards
- Social media has a large impact on their purchases
- Millennials buy more natural beauty products that are efficacious versus traditional chemically heavy products that previous generations have demanded for anti-aging.

GEN Y: 25-40 YEARS OLD



- Anyone interested in long-lasting, high-coverage, smudge- and transfer-resistant lip products.

SECONDARY



WHY YOU'LL LOVE IT

New Pout-lovin' Blend

Infused with passion fruit, sodium hyaluronate, a triple rice blend, and peptides known to help with the appearance of plumped, protected, hydrated, and nourished lips.

New 10-hour Staying Power*

Ten gorgeous colors glide on smoothly, dry like a matte, feel lightweight for full-on color, and stick around for up to 10 hours.*

* Results from an independent consumer study. Individual results may vary.

New One-swipe Applicator

Designed to mimic the shape of your lips for full, perfect coverage in a single stroke.



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