

MOODSTRUCK
SPLASH
ALL-DAY MATTE LIP

LUSCIOUS LIPS THAT WON'T QUIT

Why are we launching a new liquid lipstick?

Masks are off and lips are back on with lipstick sales hitting \$34.2 million in the 4 weeks ending in April.** **That's an exciting opportunity to shine.**

And with consumers being busier again, they get maximum benefits and minimum hassles from a lipstick that...

- looks perfect all day (10+ hours).*
- is smudge- and transfer-resistant.
- feels lightweight and dries down without stickiness or tackiness.
- goes on smoothly and doesn't glob or cake.
- hydrates and nourishes.
- is vegan and cruelty-free.

PRESENTING THE EVOLUTION OF OUR LIQUID LIPSTICK

MOODSTRUCK SPLASH All Day-Matte Lip

The consumer story. Emotive and rational.

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 all-day matte lip is skin care for your lips with our pout-lovin' blend, featuring natural ingredients known to plump, hydrate, protect, and nourish the appearance of lips.

All this lusciousness with clinically proven results you can see and feel, in a smudge- and transfer-resistant lippie.

MOODSTRUCK SPLASH all-day matte lip keeps you and your lips in a great mood that keeps going.

All. Day. Long.



MOODSTRUCK

WHAT MAKES **SPLASH** A MUST-HAVE?

ALL-DAY MATTE LIP

1. New Pout-lovin' Blend

Infused with Passion Fruit, Sodium Hyaluronate, a Triple Rice Blend, and Peptides known to help plump, protect, hydrate, and nourish.

Passion Fruit Extract
Triple Rice Blend
Peptides
Sodium Hyaluronate

2. New 10-Hour Staying Power

- 10 gorgeous colors for a variety of skin tones and looks
- Glides on smoothly and has a matte finish
- Feels lightweight for full-on color without feeling sticky or tacky
- Resistant to smudging and transferring

3. New 1-Swipe Applicator

- Full, flawless coverage in a single stroke
- New, innovative applicator to mimic the shape of lips
- Flexes just enough for a smooth application
- Delivers just the right amount, without excess

ALL THAT WITH CLINICALLY
PROVEN RESULTS THAT SELL.
MIC DROP.

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. IN AN INDEPENDENT CONSUMER STUDY...

- 88% felt it dried quickly* and that the color is bold with buildable coverage.*
- 84% felt it didn't feel heavy on their lips.*
- 81% confirmed that it dried with no tackiness left behind* and didn't feel sticky throughout the 10-hour wear.*
- 2/3 felt it didn't dry their lips or smudge.*

MORE CONSUMER LOVE

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.*

NOW, LET'S GO MAKE A SPLASH.
MOODSTRUCK SPLASH
ALL-DAY MATTE LIP

