



Arbonne Makeup

Lip Collection Focus Guide

DID YOU KNOW?

Lips have the thinnest layer of stratum corneum, skin's protective top coating, compared to anywhere else on the body. Also, unlike other parts of the body, lips don't have sebaceous glands to naturally keep skin moisturized. The only natural moisture source for lips is saliva, one reason they become chapped, damaged and dry so easily. Exposure to sunlight, stress, foods, nicotine and genetics can diminish collagen, elastin and hyaluronic acid that help keep lips looking and feeling healthy.

As we age, collagen can diminish, causing fine lines and wrinkles to appear in and around the delicate lip area. Lips can also lose some shape and definition with age, making the face appear older.

You can rejuvenate the look of lips and highlight their fullness and shape with lipsticks, liners and glosses that deliver skincare benefits when applied throughout the day.

Lipstick is usually considered only a beauty product, but with emerging science and efficacious botanicals, cosmetics can be beauty tools in more ways than one. When choosing lip beauty products, consider the formula's ingredients — it's estimated that women ingest up to 4 lbs. of lipstick in their lifetime. No product is perfect, but consumers should try to choose products formulated with the most wholesome, botanical ingredients possible.

The Arbonne Makeup Lip Collection Story

Arbonne lipsticks, liners and glosses support a youthful lip appearance while also moisturizing. All three products are designed to help the delicate lips appear defined, plumped and moisturized, delivering youthful, effortless beauty.

We have formulated lipsticks, glosses and liners that make you look and feel gorgeous while living up to the Arbonne philosophy: pure, safe, beneficial.

The formulas are developed with ingredients to deliver beautiful results, so you can simply focus on how beautiful they make you look.

Key Points of Difference

The Arbonne Makeup lip collection products contain:

- Botanicals with antioxidants
- Naturally derived moisturizing elements: Maintaining moisture levels and preventing dry, chapped lips helps minimize the appearance of aging

The Arbonne Makeup lip collection offers the following products:

- Smoothed Over Lipstick
- Glossed Over Lip Gloss
- Lip Liner

SMOOTHED OVER LIPSTICK

Features

- Available in 16 shades that blend effortlessly with lip liner and lip gloss shades

Magnolia	Willow	Lily	Poppy	Terra	Guava	Zinnia	Dahlia
Rose	Peony	Lotus	Camellia	Orchid	Hibiscus	Aster	Gladiola

- Lush velvety texture glides on smoothly and evenly, providing the coverage of a lipstick with the nourishing properties of a balm
- The moisturizing base contains efficacious botanical levels that delivers a luxurious feel with visibly plumper, smoother, softer-looking lips
- Dermatologist-tested, hypoallergenic, vegan
- Formulated without gluten or parabens

Benefits

- Hyaluronic acid helps provide long-lasting hydration by distributing a moisturizing layer on the skin, reducing the appearance of fine lines and wrinkles
- Peptides add moisture and visibly increase the look of lip volume
- Polymers provide a moisturizing hydro-lipid layer that helps color pigments disperse evenly for longer wear
- A naturally derived complex of watermelon fruit extract, lentil fruit extract, and apple extract helps provide immediate, long-term moisture while imparting a plumping effect to give the appearance of full, lush lips
- Leontopodium alpinum extract from the edelweiss plant soothes dehydrated lips with moisturizing properties



GLOSSED OVER LIP GLOSS

Features

- Available in 11 shades that blend effortlessly with the Lip Liner and Smoothed Over Lipstick

Cardinal	Calla	Hazel	Mimosa	Hyacinth	Mallow
Larkspur	Linden	Cosmos	Primrose	Anise	

- Glossy and shimmery finishes available
- Can be worn as a topcoat over lipstick to add a more voluminous look and shine or alone for sheer-to-medium coverage
- Smooth, creamy, non-tacky formula to deliver long-wearing color and shine
- Dermatologist-tested, hypoallergenic, vegan
- Formulated without gluten, parabens, or synthetic dyes

Benefits

- Naturally derived plant extracts help plump the appearance of lip texture, volume and shape while also hydrating and softening
- Peptides instill moisture, and increase the appearance of lip volume
- Polymers provide a moisturizing hydro-lipid layer that helps color pigments disperse evenly for longer wear
- Leontopodium alpinum extract from the edelweiss plant soothes dehydrated lips with moisturizing properties



Sales Tip

Help Clients create complementary lipstick and lip gloss combinations:

LIP GLOSS	LIPSTICK	LIP GLOSS	LIPSTICK
Larkspur	Poppy, Gladiola	Linden	Magnolia, Hibiscus, Willow, Terra
Mimosa	Guava, Zinnia, Poppy	Cosmos	Lily, Gladiola, Orchid
Mallow	Camellia, Peony	Primrose	Orchid, Lotus, Aster, Rose
Anise	Dahlia, Gladiola	Calla	Orchid, Lotus, Aster, Rose
Hazel	Dahlia	Cardinal	Gladiola, Hibiscus, Magnolia
Hyacinth	Dahlia		

LIP LINER

Features

- Available in 6 shades that blend effortlessly with Smoothed Over Lipstick and Glossed Over Lip Gloss shades



- Pigments coordinate with Smoothed Over Lipstick shades
- Defines lip shape, extends wear of lipstick, and keeps lip color from bleeding
- Creates a moisture barrier along the lip's outer edge to prevent dehydration
- Dermatologist-tested, hypoallergenic, vegan
- Formulated without gluten, parabens, synthetic dyes or fragrances

Benefits

- Hyaluronic acid helps provide long-lasting hydration by creating a moisturizing layer on the lips, reducing the appearance of fine lines and wrinkles
- Ceramide-3 delivers skin-conditioning benefits to the delicate, outer contours of the lips
- Peptides increase hydration and the appearance of lip volume



Sales Tip

Help Clients create complementary lip liner and lipstick combinations:

LIP LINER	LIPSTICK
Tulip	Lotus, Rose, Camellia
Pomegranate	Gladiola, Hibiscus
Berry	Dahlia, Aster
Fuchsia	Peony, Camellia, Orchid
Posey	Poppy, Guava, Zinnia
Peach	Magnolia, Willow, Terra, Lily