

# TOM FORD BEAUTY

AVAILABLE AS FROM MAY 2020

## TOM FORD MOST WANTED

GLAMOROUS. ESSENTIAL. ICONIC.

The most-desired, iconic shades of Tom Ford Lip Color premiere in new finishes and textures for the ultimate arsenal of color. Each shade is expressed in every formula, for every mood.

### THE SHADES

The most wanted femme fatales, each one unlike any other. All playing in the game of love.

#### SCARLET ROUGE

“The star player in the game of love.” - TOM FORD

A deep cool red, Scarlet Rouge exemplifies the iconic Tom Ford red lip, both glamorous and expressive.

#### IMPASSIONED

“Impassioned lived her name, a passion unlike any other.” - TOM FORD

A rich claret with brown undertones, Impassioned embodies dark sophistication.

#### VELVET CHERRY

“The most dangerous player in the game of love.” - TOM FORD

A muted red-burgundy, Velvet Cherry expresses seductive warmth.

#### WILD GINGER

“She couldn’t be tamed.” - TOM FORD

A bold warm orange, Wild Ginger pulsates with fiery charm.

#### TRUE CORAL

“She will deceive you and you will love it.” - TOM FORD

True to its name, True Coral is the ultimate coral that magnetizes universal appeal.

### THE TEXTURES

#### LIP COLOR CREAM

Most Wanted smooth cream for pure-looking color with just the right luminosity. Infused with Soja seed extract, Brazilian Murumuru butter and Chamomilla flower oil.

#### LIP COLOR MOST WANTED MATTE

Emollient Most Wanted matte formula that offers a creamy, longwearing formula. Infused with a Vitamin E and C derivative.

#### LIP COLOR MOST WANTED SATIN MATTE

Voluptuous and velvet Most Wanted satin matte formula. Infused with high performance ingredients for voluptuous-looking lips.

*The most wanted lip color collection will be available as from May 2020 at*

*Parfuma and parfuma.com and retails for 54€*

For further press information or images , please contact:

[Imaselis@be.estelauder.com](mailto:Imaselis@be.estelauder.com)