

LIPS LIPS LIPS!

1. MAC has many Iconic lipsticks, what is it that makes them Iconic?

I think that the icon status of MAC lipsticks is undeniably linked to their incredible quality, the choice of colours and the textures available. There is truly a colour for everyone at MAC!

2. There are so many textures can you tell us what the differences are between Matte & Satin?

They are both packed with pigment and come in many different colours it is the mattifying agent contained in the Matte lipstick that differentiates it from the Satin. For those that love matte lipsticks but have a tendency to have drier lips, the Satin texture is a fantastic option!

3. I have rather small lips, how can I get the maximum effect?

There are a couple of tips that work very well:

- 1- Use a skin tone or the same tone as your lipstick lip liner to cheat your lip line and enhance the overall shape of your lips.*
- 2- Brighter tones are great as they add a pop of colour, make a dynamic statement and are flattering on any lip shape*
- 3- Try the technique of blurring your lip line. You will be surprised at how it gives a nice visual effect and volume to your lips*
- 4- Lipgloss is a small lips best friend! Apply it all over your lips or just in the center to create a highlight.*

4. I saw that the 'Ombre' lip is very trendy at this moment, how do I create this myself?

An ombre lip is a very easy technique. The idea is to create a gradation of colour from dark to light, starting from the center of the lips and gradually blended outward in a soft way. There are a couple of techniques out there you must have seen but I will give you the easiest one! You will need 2 lipstick colours or 1 lipstick and 1 lip liner. Make sure that the 2 colours are going to blend easily together and are in the same colour family.

- 1- Start by applying the lightest lipstick colour everywhere on your lips. Make sure you remove any excess and that it is well blended.*
- 2- Take a cotton bud and blend your lip line. There are no hard lines in this look so this step is very important. Make sure your lip line looks delicately faded and not completely erased.*
- 3- You can now start colouring the center of your lips with the darkest lipstick or lip liner colour. Make sure the intensity is just in the center on top and bottom lip joining from one corner to the other.*
- 4- Then take a little bit of the lighter colour on a lip brush, make sure the colours are blending perfectly with one another.*

5. For what reason should I wear a lip pencil and what is the best way to apply this? Lip liners are great to give definition, volume and to sometimes correct the lip line. I like to do it in three simple steps:

- 1- Start by the outer corners of top lip: trace a line that goes until mid-lip. Repeat this step for the lower lip.*
- 2- Back at the top lip, trace the heart shape of the cupid's bow, do the same at the center of the lower lip*
- 3- Join the line that goes from cupid's bow to the one you had traced from outer corners. Do the same for the bottom lip.*

6. **Do the lip pencil and lipstick always have to be the same color?** *Tone on tone lip liner and lipstick is the fastest way to get undetectable great definition for your lips. While it's true that having a lip liner darker than your lipstick can remind us of some 90's excesses, it might be needed at times to customize a colour or to give your lips more dimension. The trick is to blend the 2 perfectly. The fastest way to do it is to start with the lip line but to make it a little thicker than just the contour. That way, when you apply the lipstick, you're able to blend the 2 effortlessly. Another option is to cover the lips entirely with the lip liner and then apply the lipstick on top.*
7. **What are the best ways to keep your lips in good condition?** *Exfoliate once a week, moisturize every day and if your lips are naturally dry, choose nourishing textures such as Amplified, Cremesheen or Mineralize Rich lipsticks. Comfort is key in this case but should not come at the cost of beautiful coverage and colours!*
8. **I heard that MAC is launching a new lip scrub, what can you tell me about this?** *Perfect lips starts with a perfect surface: exfoliated, moisturized and conditioned. The Lip Scrubtious does all that, is super easy to use and gives immediate results!*
9. **Which lipstick gives me that long wear?** *A long wear finish is a combination of a couple of elements:*
 - 1- *How you prepare your lips is key. Make sure that they are well hydrated but not too slippery as it will "dilute" the lipstick and make it disappear faster. I love to use our Prep+Prime Lip as it prepares the lips on top of making the lipsticks stay longer.*
 - 2- *Choose a lipstick that has a high load of pigment such as our Matte, Retro Matte, Liptensity and Retro Matte Liquid Lipsticks for example, they have great adhesion, comfort and super long wear.*
 - 3- *Long Wear lip liners are also a great option! They can be applied on their own all over the lips with a dab of Versicolor Stain for example and you have a great*
10. **How can I transform my lip from an office look to a cocktail look?** *For night time some will prefer texture so adding a tone on tone gloss on top of your lipstick is the quickest and easiest way to achieve that...High vinyl gloss is always a good idea! For others it will be intensity and opacity that will do the trick. That is when I love to use a hero product like our Matte Lipstick or Retro Matte Liquid lipstick: their luxurious velvet finish give immediate radiance, chic, stay on long and do not transfer!*
11. **What are the lip trends that you have spotted backstage?** *I am loving how runway beauty trends are flirting with "reality" at the moment: the idea is not so much to achieve one specific look but more affirming style, your own style. Lipsticks are just fantastic to add to your signature. So therefore the interesting thing for SS17 was that the details were more geared towards how you applied the lipsticks, the results and mood achieved more than a "recipe". Most importantly, how you dress the rest of the face is also an important element. For example, red lipstick is everywhere but depending how you apply it can take many personalities: blended at the edges it's casual, with a lip liner it's chic and precious but against an almost bare face it does not have a "red carpet" connotation. Another trend we saw is what I like to call the "blushed" lip, it is that lip that looks plumped, perfectly conditioned with just a hint of colour that looks like a real lip colour. Glosses and balms made a big comeback but we also achieved that by staining lips with tones of light browns and dusty pinks.*

12. Which lip products can't you live without? *Lipsticks are such perfect companions of my moods... a little touch of colour and texture that I treat like an accessory. Liptensity lipsticks have become a staple in my personal makeup bag and so has the Lip Scrubtious, especially the one with the signature MAC vanilla scent! Retro Matte Liquid Lipsticks are another obsession of mine, they are so versatile and pigmented! Really beautiful applied as a stain or a statement lip.*