

# ESTÉE LAUDER

## Pure Color Melt-On Glosstick

### Make Them Melt

Available as from mid-March 2025

Click. Melt. Mesmerize. Introducing the **NEW Estée Lauder Pure Color Melt-On Glosstick**, a transformative melting gloss that provides indulgent comfort, reflective mirror glass-like shine and a lip-plumping effect to make them melt.

Infused with an emollient peptide blend and formulated with lip conditioning oils, the **Pure Color Melt-On Glosstick** drenches lips in immediate hydration and mirror-like shine. Occlusive polymers allow the formula to heat upon contact for an effortless glide, high shine finish and lasting conditioning effect. Lips are coated in a brazen liquid glaze available in eight shades that complement and enhance the natural lip tone with a high gloss, buildable sheer to medium coverage, all in one click.



NEW

#### Lip-Loving Ingredients:

- Infused with an **emollient peptide blend** and formulated with **41% lip conditioning oils**, this formula drenches lips in immediate hydration and mirror-like shine.
- **40% Occlusive Polymers** with a melting point close to body temperature allow the formula to instantly melt upon contact for an effortless glide, high shine finish and lasting conditioning effect.

#### High-Performance Care:

- Improves lip definition immediately and over one week
- Immediately quenches the lips, increasing hydration by 24%<sup>1</sup>
- Over time lips are more hydrated, even after removal<sup>2</sup>
- Immediately reduces appearance of lip lines
- Lips look voluminous and plumped
- Lips look juicy and more youthful with mirror-like shine
- Nourishes, conditions and enhances the look of the lips leaving them looking smooth and healthy.

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## **8 Lip-Enhancing Shades:**

- MELTED ROSE – A soft rose with neutral undertones
- MELTED BLUSH – A rosy nude with warm undertones
- MELTED MAPLE – A light caramel brown with neutral undertones
- MELTED MELON – A fresh light pink with neutral undertones
- MELTED MAUVE – A rosy mauve with cool undertones
- MELTED GARNET – A soft red with neutral undertones
- MELTED TANGERINE – A vivid orange with warm undertones
- MELTED SCARLET – A burgundy plum with cool undertones



**Suggested Retail Price: €39**

**Availability:** Estée Lauder Pure Color Melt-On Glosstick is available at all points of sale and on [esteelauder.nl](http://esteelauder.nl)

**Press Contacts:** For more information or to request images or samples please contact  
**Lyddia Roy:** [contact@mmbsy.com](mailto:contact@mmbsy.com)

<sup>1</sup>Clinical testing on 26 women.

<sup>2</sup>Clinical testing on 23 women.