

ESTÉE LAUDER
NEW PURE COLOR EXPLICIT SILK MATTE LIPSTICK

DARE TO BE DANGEROUS. DARE TO DO THE UNEXPECTED.
DARE TO GO ALL-IN. MADE TO DARE.

Available now

Dare to do the unexpected and leave your mark with the **NEW Estée Lauder Pure Color Explicit Silk Matte Lipstick** – ultra precision, silk matte explicit color in one swipe.

NEW Estée Lauder Pure Color Explicit Silk Matte Lipstick provides 12-hour wear with its supremely comfortable, silky smooth creamy formula. Available in 12 shades, designed to flatter all skintones, the addictive soft blur immediately diffuses the look of lines, instantly boosts moisture and sculpts and defines lips with a dramatically dimensional matte finish. The ultra slim bullet provides pigment-packed definition and precise application to embrace and sculpt every lip curve and contour with flawless definition.

High Performance Wear + Precise Application

- 12-hour wear. Supremely comfortable. Silky smooth and creamy.
- Fearless and color-true: won't fade, feather or flinch for 12 hours.
- Non-creasing. Non-flaking.
- Addictive soft blur—immediately diffuses the look of lip lines.
- Instantly boosts moisture, while sculpting and defining with a dramatically dimensional matte finish.
- 6mm ultra slim bullet for precise application.

12 explicit shades, each named to evoke unique moments, made to dare

- STATIC – a pinky nude with neutral undertones
- DOUBLE OR NOTHING - a burnt brown with warm undertones
- WRONG PLACE, RIGHT TIME- a burnt rosy with warm undertones
- HIGH FREQUENCY - a rosy pink with warm undertones
- OFF THE RECORD - a rich brick red with warm undertones
- TEMPERATURE RISING - an orange-toned red with warm undertones
- ULTERIOR MOTIVE – a peachy nude with warm undertones
- NIGHT MOVES - a rich vivid plum with cool undertones
- ELECTRIC NIGHTS – a vivid true coral with warm undertones
- SMOKESCREEN - a midtone brown with neutral undertones
- LAST IMPRESSION - a vivid fuchsia with cool undertones
- HEARTBEAT – a rich pure red with neutral undertones

Daringly Slim Luxury Packaging

NEW Estée Lauder Pure Color Explicit Silk Matte Lipstick features an ultra slim bullet specifically designed to deliver an effortless and precise application. The new golden case with a sleek-slim silhouette feels like luxury in your hands, while the fluted design pays homage to the original Estée Lauder lipsticks from the 1960s, which were inspired by the grand columns of Mrs. Estee Lauder's Palm Beach home.

Suggested Retail Price: €46

Availability: NEW Estée Lauder Pure Color Explicit Silk Matte Lipstick is available at all Estée Lauder point of sales

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