

# ESTÉE LAUDER PURE COLOR EXPLICIT SLICK SHINE LIPSTICK

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

With one strike, dare to do the unexpected and leave your mark with the NEW Estée Lauder Pure Color Explicit Slick Shine Lipstick – explicit color, high-intensity shine and ultra-precision application.

NEW Estée Lauder Pure Color Explicit Slick Shine Lipstick instantly hydrates and plumps lips with moisture, providing 8-hours of daring shine. Available in 12 shades, designed to flatter all skintones with full coverage rich, vibrant color in just one stroke, while the new ultra slim bullet provides a smooth and effortless application.

Dare to do something that scares you with ‘Adrenaline Rush’ or dare to live your dream life with ‘No Tomorrow.’ Each shade represents a unique moment where the dare in you is revealed.

## HIGH PERFORMANCE WEAR + CARE

- This high-shine, comfortable formula stays put and color true for up to 8 hours.
- No bleeding or flaking, and resists feathering, creasing and settling.
- Lips are immediately plumped with moisture and lip hydration is increased.
- Nourishes and conditions lips, reducing the appearance of fine lip lines.

## HIGH IMPACT RESULTS + PRECISE APPLICATION

- Full coverage high impact color in one swipe
- High shine finish sculpts the lips with bright color, leaving lips looking instantly plumped and more defined.
- Slim silhouette allows for precise and effortless application.
- Smooth, creamy texture glides on lips, leaving them feeling soft and comfortable with a non-tacky/ non sticky finish.

## 12 EXPLICIT SHADES, MADE TO DARE:

- HEAT OF THE MOMENT - A burnt reddish brown with warm undertones
- ADRENALINE RUSH - A bright red with warm undertones
- NO TOMORROW - A mid-tone rose with warm undertones
- SCORE TO SETTLE - A rich fuchsia with cool undertones
- CALL 555 - A soft caramel with warm undertones
- SECOND GLANCE - A rich chocolate brown with warm undertones
- SHHH... - A mid-tone rosy-mauve with cool undertones
- SABOTAGE - A burnt orange-red with warm undertones
- OUT OF TIME - A soft pink with neutral undertones
- WRONG NUMBER - A soft peach with warm undertones
- WITHOUT PAUSE - A mid-tone coral with warm undertones
- PLAYTIME - A vivid red with cool undertones

## AVAILABILITY

Estée Lauder **PURE COLOR EXPLICIT SLICK SHINE LIPSTICK COLLECTION** will be available at all Estée Lauder Points Of Sale for a suggested retail price of €44.

## PRESS CONTACTS

For more information or to request images or samples please contact  
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