

# MAKE UP FOR EVER

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PROFESSIONAL - PARIS

## ARTIST ACRYLIP

THE NEW LIP PAINT

HEAVY ON COLOR.  
LIGHT ON LIPS.

*Jessie J*



MAKE UP FOR EVER  
PROFESSIONAL - PARIS

X

Jessie J





# ARTIST

MAKE UP FOR EVER celebrates exuberant colors, textures and finishes in a new and unprecedented year-long global artistic collaboration with artistic chameleon – JESSIE J. With over 28 million records sold worldwide, the free-spirited and exuberant English singer and songwriter continues to share her devotion for the stage this year with MAKE UP FOREVER.

Renowned for her endless self-transformation, JESSIE J enjoys expressing herself in different facets and creating new characters to reveal who she is, using make-up, color and energy. She is a real make-up artist who creates her own looks both on stage and in daily life.

ARTIST ACRYLIP unlocks the possibility of endless transformation for JESSIE J, offering a new stage and a new way for her to express her creativity.

NEW

# ARTIST ACRYLIP



# **ARTIST ACRYLIP**

is all about

## **EXUBERANCE, COLORS, TRANSFORMATION & CREATIVITY**

Inspired by the bold and intense shades of acrylic paints and the thin yet stretchy texture of body paints, ARTIST ACRYLIP is a creative act. This new lipstick features a rich, textured, highly-pigmented formula which envelops the lips with intense liquid color. This worldwide collection of 10 astonishing, exuberant shades offers a show of brightness to captivate and fascinate!

# **ARTIST ACRYLIP**

THE NEW LIP PAINT

HEAVY ON COLOR.  
LIGHT ON LIPS.

**FULL COLOR IMPACT**

**LIGHTWEIGHT TEXTURE**

**SMOOTH APPLICATION**

# PLAYTIME!

DISCOVER YOUR INNER ARTIST!

A woman with dark hair and bangs, wearing a black sequined top and a black cape, stands in front of a red background. A string of bright, round lights is visible above her. The text 'PLAY WITH LOOKS' is overlaid on the image.

PLAY WITH  
**LOOKS**

# FULL LIPS



#202





# GRADATION LIPS



#400



# OMBRE LIPS



#301 + #400



# PLAYTIME!

DISCOVER YOUR INNER ARTIST!

A promotional image for a dance or performance event. Two women are shown in dynamic dance poses. They are wearing vibrant, multi-colored, sequined or beaded outfits. The background is a grid of colorful pixels, transitioning from purple on the left to blue on the right. The overall aesthetic is energetic and artistic.

PLAY WITH  
**COLORS**



NEW

# RED CARPET



#201

+



#501



NEW

# TANGERINE



#202

+



#300



# PLAYTIME!

DISCOVER YOUR INNER ARTIST!

PLAY WITH  
**FINISHES**



# GLOSSIER FINISH



Add a second layer of Artist Acrylip  
on top of the first one.



# MATTE FINISH



Dab HD Powder all over the lips for velvety mattified lips.





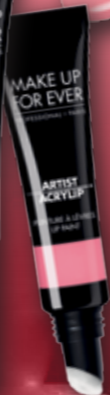
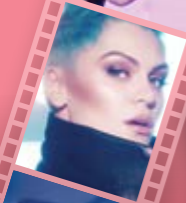
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**BRIGHT AND  
ASTONISHING SHADES**

# #200

CANDY PINK



# #201

FUCHSIA PINK



# #202

CORAL PINK



#300  
ORANGE



# #301

## POPPY ORANGE



# #400

ICONIC RED



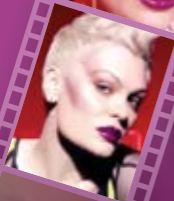
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RASPBERRY RED



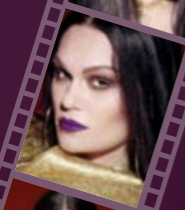


#500  
LILAC



# #501

## EGGPLANT



# #600

DARK PURPLE



# MAKE UP FOR EVER



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