

Pure Color Revitalizing Crystal Balms

WHY THERE'S ONLY 1

Inspired by the healing energy of crystals, 6 mood-boosting shades that give lips a hint of customized color.

3 THINGS TO REMEMBER

HYDRATES—

Helps rebuild the plumpness of your lips through moisture for 12 hours to provide overall healthier-looking lips.

MOOD-BOOSTING SHADES—

Available in 6 universal shades for all skin tones that react to the unique chemistry of your lips, providing a healthy tint of blooming color.

FEEL GOOD TEXTURE—

Lightweight, non-sticky, balmy texture melts onto lips.

SELL IT

Swipe Pure Color Revitalizing Crystal Balm on the inside of your customer's forefinger or back of hand.

Ask customer to notice the lightweight texture and sheer color.

HOW TO USE

Apply Pure Color Revitalizing Crystal Balm to the bottom lip. Watch and compare the difference between hydration and blooming color.

Demonstrate Day to Night Lips:

Define lips even more by adding lip pencil:

- Apply one coat of Crystal Balm to lips
- Line lips with a corresponding shade of Double Wear Stay-in-Place Lip Pencil
- Apply another coat of Crystal Balm on top for color and a healthy lip glow

COLOR HIGHLIGHTS



Cosmic Crystal:

Inspired by rose quartz. A shimmering sheer pink tint.



Love Crystal:

Inspired by pink sapphire. An alluring fuchsia tint with a touch of shimmer.



Caring Crystal:

Inspired by ruby. A shimmering warm raspberry red tint.



Hope Crystal:

Inspired by garnet. A rich blackberry tint with a sheer wash of glowing plum.



Sun Crystal:

Inspired by sunstone. A glistening peachy coral tint.



Divine Crystal:

Inspired by petalite. A mid-toned neutral tint with glowing shine.

FAQ

WHAT SHADES DO THESE BALMS COME IN?

Pure Color Revitalizing Crystal Balms come in 6 universal shades designed to flatter all skin tones.

- Cosmic Crystal: Inspired by rose quartz. A shimmering sheer pink tint.
- Caring Crystal: Inspired by ruby. A shimmering warm raspberry red tint.
- Sun Crystal: Inspired by sunstone. A glistening peachy coral tint.
- Love Crystal: Inspired by pink sapphire. An alluring fuchsia tint with a touch of shimmer.
- Hope Crystal: Inspired by garnet. A rich blackberry tint with a sheer wash of glowing plum.
- Divine Crystal: Inspired by petalite. A mid-toned neutral tint with glowing shine.

HOW DO I APPLY IT?

Swipe on lips once for a sheer hint of color. Keep swiping to build for more color. Reapply as needed whenever your lips need a dose of instant color and care.

DOES IT HYDRATE MY LIPS?

Yes. Pure Color Revitalizing Crystal Balm features a blend of hydrating ingredients to provide long-term moisture.

WHAT DOES EACH STONE FEATURED IN THE COLLECTION REPRESENT?



ROSE QUARTZ

Brings love of self, others, and any situation needing love. It's calming and peaceful.



RUBY

Encourages passion and a zest for life. Balances the heat and instills confidence.



SUNSTONE

Nurtures a positive outlook on life and helps you radiate joy.



PINK SAPPHIRE

Symbolizes loyalty, trust, and sincerity. Perfect for eternal and intense love.



GARNET

Revitalizes, purifies, and balances energy. Helps restore courage, hope, and confidence.



PETALITE

Awakens the soul and expands upon your awareness. Helps put you in touch with your mind, body & spirit.