

REVLON

APRIL 2013
RELEASE

REVLON COLORSTAY ULTIMATE SUEDE™ LIPSTICK

Instantly Moisturizing, All Day Color



Must we women be uncomfortable in order to look good? We're talking to you stilettos and skinny jeans! But why sacrifice comfort when it comes to longwear lipstick? Revlon introduces NEW **ColorStay Ultimate Suede™ Lipstick**, a one-step, ultra comfortable lipstick that lasts for up to 16 hours, giving lips a velvety, suede look that looks AND feels good!

Revlon **ColorStay Ultimate Suede™ Lipstick** contains a lip ingredient complex of Shea butter, Vitamin E and Aloe that provides instant moisture to lips – so lips look hydrated, not dry, flaky or dull. In fact, 92% of women tested felt lips looked conditioned!

Using Revlon's ColorStay™ technology, **ColorStay Ultimate Suede™ Lipstick** provides hours of food-proof wear with even application for full, creamy color coverage. And with 12 on-trend shades to choose from Revlon **ColorStay Ultimate Suede™ Lipstick** is the perfect mix of fashion and function!

So ladies, you can look gorgeous without sacrificing comfort - Revlon **ColorStay Ultimate Suede™ Lipstick**.

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FEATURES & BENEFITS

- One-step, ultra-comfortable wear for up to 16 hours;
- Instantly moisturizing using a combination of Shea Butter, Vitamin E and Aloe;
- Applies evenly for full, creamy color coverage. Lips feel smooth, conditioned and comfortable;
- Does not feather or bleed;
- * 92% of women said feels lightweight, 95% said lips feel smooth, 95% said lips felt comfortable, 95% said color doesn't feather or bleed.

SHADES

Available in 12 exciting shades:

NEW



010
Womenswear



020
Front Row



055
Iconic



098
Fashion Forward



025
Socialite



030
High Heels



040
Flashing Lights



060
It Girl



070
Preview



090
Private Viewing



095
Finale



096
All Access

PRICE AND AVAILABILITY

ColorStay Ultimate Suede™ Lipstick is priced at S\$ 19.90 and will be available from February 2013, at leading retail outlets islandwide.