

GO  
AHEAD

# Bite THE Bullet

Swear you'd be a gloss girl for life? You'll break that vow when you finish this jam-packed guide to finding your most flattering colors, picking the perfect finish, and applying like a pro. Already a lipstick lover? You're gonna need a bigger makeup bag

BY MEGAN DEEM



# 1. PICK YOUR PAINT

No need to wonder how that hot pink or tangerine lipstick is going to look on you. Our tip sheet makes it simple to decode your undertones so you score your best bets.



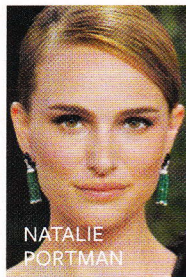
CATE BLANCHETT



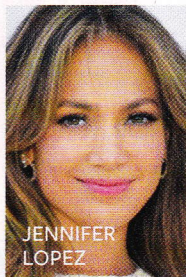
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JENNIFER LOPEZ



KELLY ROWLAND

## Do you have cool undertones?

- ✓ When you take a peek at your inner wrists, veins appear more blue than green.
- ✓ Your foundation has a pink or reddish tone to it, versus a yellow one.
- ✓ Take the white shirt test: After trying on a few, you find that you look best in a pure crisp, bright shade.

## Do you have warm undertones?

- ✓ When you peek at your inner wrists, veins appear more green than blue.
- ✓ Gold jewelry—as opposed to silver pieces—warms and flatters your complexion.
- ✓ Take the white shirt test: After trying on a few, you find that you look best in off-white versions, such as ivory or cream.

## Cool Hues

**BRIGHTS** Home in on lipsticks that have a slightly bluish tone to them (pink, cherry red, or berry hues, for example.) If you have dark skin, go for denser, richer versions so they pop rather than disappear.

Mary Kay True Dimensions lipstick in Firecracker, \$18; marykay.com. Yves Saint Laurent Rouge Pur Couture in Le Fuchsia, \$34; yslbeautyus.com.

**NEUTRALS** A hint of rose helps keep fair skin from appearing washed out. Deep beige, without a trace of yellow, tends to flatter dark complexions.

Chanel Rouge Coco Shine Hydrating Sheer Lipshine in Boy, \$34; chanel.com.



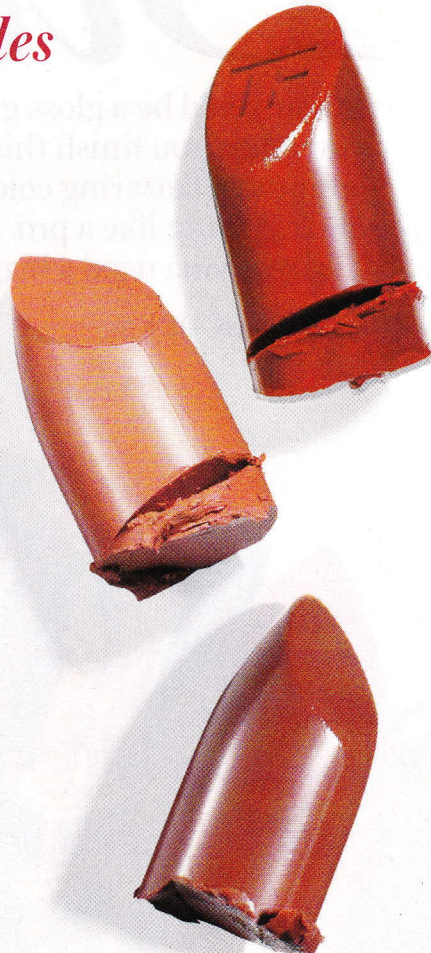
## Hot Shades

**BRIGHTS** Set your sights on tomato reds, deep brick reds, or vivid shades of coral to warm the yellow tones in your complexion.

Tom Ford Lip Color in Scarlet Rouge, \$49; saks.com.

**NEUTRALS** Target peachy hues if your skin is fair, and deeper golden or cocoa for dark skin. Steer clear of pink lipsticks that read pale or frosty. “They can make you look sickly,” says makeup artist Joanna Simkin.

Nars Satin lipstick in Honolulu Honey and Sheer lipstick in Mindgame, \$26 each; narscosmetics.com.





## 2. CHOOSE A TEXTURE

You've found your most flattering shades. Now meet your new BFFs (best finishes and formulas).



FALL 2013 BADGLEY MISCHKA

### Matte

**TEXTURE** Think saturated and opaque. "Matte lipsticks don't allow a trace of your natural lip color to come through," says makeup pro Troy Surratt. These formulas have earned a nasty rep for being dry and draggy, but now most boast high-tech polymers that make them feel "soft and velvety."

**APPLICATION** New versions glide on so easily, you can apply them straight from the tube, says Surratt. For a super-precise effect, dip a small lip brush in concealer, and trace it around the edges of your mouth.

**MAINTENANCE** Low. Though the look is high impact, once you slip it on, a matte lipstick can stay put for hours.



#### MATTES MADE IN HEAVEN

Lipstick Queen Velvet Rope in Star System, \$50; lipstickqueen.com. Laura Mercier Rouge Nouveau Weightless Lip Colour in Muse, \$24; lauramercier.com. Illamasqua lipstick in Shard, \$26; sephora.com.



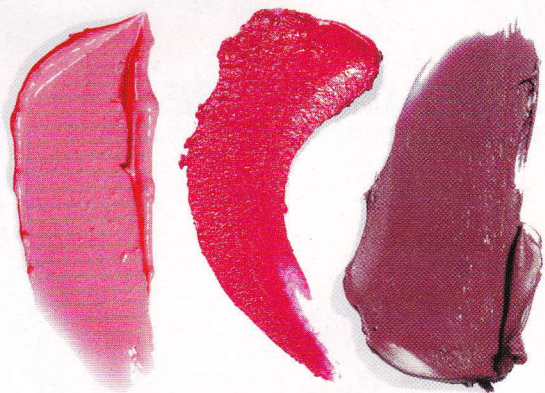
FALL 2013 VERA WANG

### Creamy

**TEXTURE** Packed with emollients and moisturizers like shea butter, new varieties feel as soothing as your favorite balm. Shades can be opaque, though most offer up a decent amount of shine.

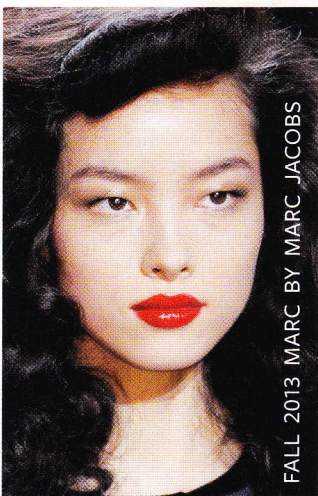
**APPLICATION** The hydrating formulas are soft and slippery, which means you won't get sharp lines if you just swipe a bullet over lips. So "use a brush to paint on the color and ensure symmetrical edges," says Surratt.

**MAINTENANCE** Medium. You'll need to touch up every hour or so since the product tends to gather toward the center of your mouth as you talk and drink.



#### CREAMS OF THE CROP

Armani Beauty Rouge Ecstasy in Flesh, \$34; giorgioarmanibeauty.com. Christian Dior Rouge Dior in Darling, \$34; dior.com. Le Métier de Beauté Hydra-Crème lipstick in Grenadine, \$25; neimanmarcus.com.



FALL 2013 MARC BY MARC JACOBS

### Glossy

**TEXTURE** Emollients and waxes outweigh pigments in these formulas, making them insanely shiny and typically transparent once on, says Surratt. They don't feel heavy and they reflect loads of light (often because of iridescent ingredients like crushed pearls).

**APPLICATION** One of our fave tricks? Before putting on your pick, dab concealer over lips so your natural lip color doesn't alter the final shade.

**MAINTENANCE** Medium. You'll likely have to reapply often to keep the shine factor at a maximum, but the sheer finish means you can swipe it on quickly without a mirror and not worry about exiting with a Joker smile.



#### SEXY SHINERS

Clé de Peau Beauté Extra Rich lipstick in Soleil d'Or, \$65; at department stores. Estée Lauder Pure Color Vivid Shine lipstick in Glow Fuchsia, \$26; esteelauder.com. Chanel Rouge Allure Luminous Intense Lip Colour in Farouche, \$34; chanel.com.



# 3. APPLY LIKE A PRO

So you've got an arsenal of go-to hues and learned how to pull off the sexiest new textures. Now, you don't want to fumble the application, do you? Whichever lipstick you buy, here's how to make it last.



## Buff and Prep

The kiss of death? Sweeping a fresh bullet over chapped, flaky lips. "If there are dry areas, the lipstick won't look even," says makeup artist Anthea King. Put Vaseline on a soft-bristled toothbrush and buff lips until smooth. Then add a layer of balm, says Surratt, who loves this rose wax-infused version. Let it sink in for a few minutes before blotting off excess so lips are "moist and plump."

Janeke silver toothbrush, \$14; zitomer.com. By Terry Baume de Rose, \$60; spacenk.com.



A clear liner provides staying power without leaving behind a telltale rim around lips.

## Line and Fill

Want your lipstick to last? Then you need to use the L-word: liner. First trace around your mouth. "The liner will act like a dam to prevent feathering and bleeding," says King. Use the same pencil to fill in your mouth; this provides a base to which the lipstick can adhere and prevents the color from settling into fine lines on the surface.

Bite Beauty Line and Define Lip Primer, \$22; sephora.com. Lipstick Queen Invisible Lip liner, \$18; lipstickqueen.com.



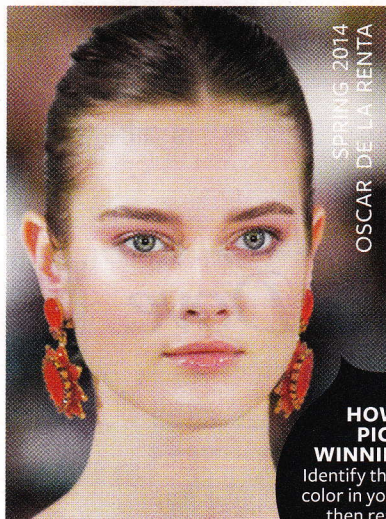
## Color and Set

Once you've applied your shade, makeup artist Ashunta Sheriff suggests dipping a synthetic brush into translucent powder and dabbing it (lightly) over lips before adding another layer of lipstick to lock the color in place. Finally, dunk a cotton swab in makeup remover and trace it around your mouth to sharpen the shape of your pout. Talk about a Photoshop finish!

Make Up For Ever HD Microfinish powder, \$34; sephora.com.

## GET COLOR-COORDINATED

It's totally cool to play this season by ear—as in, play up your ear candy, and make sure those danglers jibe with your painted lips.



SPRING 2014  
OSCAR DE LA RENTA

### HOW TO PICK A WINNING PAIR

Identify the dominant color in your earrings, then reach for a lipstick that's slightly lighter in tone.



Guess Holiday earrings, \$35; at Macy's. Lancôme L'Absolu Rouge lipstick in Rouge Caprice, \$30; lancome.com.



Oscar de la Renta Melon Crystal Vine earrings, \$290; at Neiman Marcus. Revlon Super Lustrous lipstick in Lovers Coral, \$8; drugstore.com.



Dannijo Magnolia earrings, \$395; at Dannijo, 646-755-8909. Bite Beauty Luminous Crème lipstick in Mulberry, \$24; sephora.com.