

# THE ART OF APPLICATION

Matte Liquid Lipstick



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Matte liquid lipstick isn't going anywhere. It has long been the gold standard in Old Hollywood glamor and recently took over Instagram and Tumblr in the liquid-lipstick format.

Matte lips can look incredibly beautiful and elegant, if you know how to wear this type of makeup. A well applied matte lipstick can not only look old school glamorous but can also last you all day – so that one application in the morning does not need to be reapplied (and that makes it a winner in my eyes!).

Today, let's have a look at some beauty tips on how to master the art of applying and wearing matte lip color. I have broken this down into easy to follow sections that flow from start to finish to reapplication.

## PREPARATION

Always start your makeup routine with your lip preparation only and then move onto the rest of your face. That way your lip prep has had time to settle (your hydration has time to be absorbed and set).

- **Exfoliation**

Wearing a matte lipstick will unfortunately highlight any cracks and flaws on your mouth, so exfoliating is essential. It's the best way to slough off dead skin and avoid unsightly bumps, lumps, and flaking. It also keeps your smile looking and feeling smooth and supple.

You'll often hear people advising that you scrub your lips with a toothbrush to exfoliate them—which is a great idea if you're looking for a bloodied kisser. The skin on your lips is thin and delicate, and plastic toothbrush bristles are far too rough to do anything but scour it raw.

OUR RECOMMENDATION – [MIXIU LIP EXFOLIATE](#)

- **Hydration**

In order to keep matte lipstick fresh, make sure to moisturize your lips before applying your lipstick, because matte texture tends to dry out the lips, creating an undesirable caked on effect.

OUR RECOMMENDATION - [ROSE GOLD ELIXIR](#)

## Application

- **Prime**

Use a primer to pamper your lips and keep your lipstick on for longer. A light layer of your concealer will do the trick, but for optimum results try a proper lip primer. It provides long-term hydration, reduces lipstick fading and feathering, and refines and smoothes your lips all day long.

OUR RECOMMENDATION – [ROSE GOLD PERFECTING PRIMER](#)

- **Use a lip liner**

Apply a lip liner before applying your matte lipstick. Using lip liner will help you get neat, clean and beautiful result. Professional makeup artists use this tip all the time. Find a lip liner of the same shade as your lipstick and line your lips with it, filling them in. This way the color will look a lot richer and more intense. Lip liner will also help your lipstick last longer.



- **Apply One Coat**

Now you can apply a good quality matte lipstick. Make sure that you're not too liberal with your application, you don't want it to appear too thick on your lips. Just enough for good coverage.

**Tattoo this on your heart:** don't mess with lip brushes when it comes to matte. That is the number one way to make any lipstick look streaky and uneven, even if it's the most amazing formula in the world. Apply your color straight from the tube onto your prepped lips for maximum perfection.

**Leave the formula to completely dry**

**Bonus tip:** If your matte liquid lipstick has dried out (and therefore feels like sandpaper scraping across your lips as you apply it), warm it up a little by blasting the tube with a hairdryer before applying. This will melt the lipstick just a little, making it much easier to glide evenly across your lips.

- **Application Don'ts**

- **Purse your lips together**

Avoid rubbing your lips together when applying matte lip color, because matte textures don't work the same way as sheer ones do. If you purse your lips together it will react with the matte formula and make it flakey and crusty.

- **Re-apply**

If your lipstick starts fading, it can be tempting to just pop another layer on top. But matte lipstick uses a formula that does not allow more than one layer. Even Kylie Jenner recommends just one thin layer of her lipstick. Your best bet is to start over totally from scratch.

- **Use a gloss over the top**

Using a gloss over the top of your matte lipstick will only affect the formula and smear the lipstick all over everything your lips come into contact with and your face.

- **Touch anything oily!**

Oil will react with the matte lipstick formula and remove it. Eating anything oily will oil up the matte formula and it will come off on anything.

## Enhancement

- **Precision Tip**

In order to keep your lipstick application precise and perfect, make sure to clean up the edges using a concealer. You can use a small, synthetic concealer brush or a simple Q-tip to go around your lips, cleaning up all the imperfections and flows.

- **Highlight**

Dab highlighter onto the middle of your bottom lip to get a fuller effect.

Bold matte lipstick can actually make your lips look smaller so this trick will help counter that effect.

Highlighter adds extra volume on your bottom lip where the sun would naturally hit. Apply after your lipstick, and stick with a powder highlighter, to keep the matte look intact.



# Reapplication & Removal

- **Reapplying your color**

The idea behind liquid lipsticks is that they are meant to last, so they dry down completely on the lips. This doesn't really set you up for success in the reapplication department.

In other words, they dry down completely matte, so when you apply the same product over one coat later, it can look clumpy or crusty.

Your matte lips should last you all day but if they don't simply remove the color and start again!

- **How to remove matte lipstick**

Matte lipstick can sometimes be a little hard to remove. Instead of wasting your money on super-expensive makeup removers, slather a coat of coconut oil onto your (closed) lips, then wipe it away with a tissue. Not only will the lip color come away beautifully, your lips will feel totally amazing.

Why not try our [Matte Liquid Lipstick Starter Pack](#) (click on any of the images to view the product)

EXFOLIATION	HYDRATION	PRIMER	LIPSTICK
			
STARTER PACK (1 of each item)			
			

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