

LIVAURA

A close-up photograph of three young women with diverse ethnicities smiling warmly. The woman on the left has dark, curly hair and a bright smile. The woman in the center has dark hair pulled back and a gentle smile. The woman on the right has light brown hair and a bright smile. The background is a solid, vibrant pink color.

WHAT WOMEN WANT

- **More women use Lip Balm (79%) over Lip Gloss (62%) & Lipstick (55%).**
- **57% of women prefer lip colors complementary to their skin tone.**
- **Most women associate a pH formula as producing the shade of color “working best with my skin”.**

pH ACTIVATED LIP GLOSS

Innovative pH-activated lip gloss is designed to enhance natural beauty with a custom shade and sheer coverage.



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pH ACTIVATED LIP BALM

53% of women
ages 20-45 look
for natural and
subtle lip colors

Moisturizing lip balm with a pH balanced formula to complement each individual's unique skin tone.



September 2023 Brandshake/Survey Monkey Research among 530 Women

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pH ACTIVATED LIP OIL

pH-activated lip oil enhances lip beauty with hydration, nourishment, protection, and a luminous finish.



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pH ACTIVATED JELLY STICK

A long-lasting blush and lip stain with a hydrating, bouncy jelly texture that glides on for a sheer, buildable burst of color that lasts all day.



LIVAURA

LIV. HEALTHY
LIV. BEAUTIFUL
LIV. REAL

With your lip health in mind, Livaura is a pH perfect line of color kissed lip gloss, balm, jelly, and oil, to hydrate lips while protecting from the sun and other damaging elements.

More than just a moisturizer, Livaura's pH activated color tint brings out your lip's natural beauty for an aura that's uniquely you.

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