



LELO MAKEUP™ is coming

Have you ever found yourself dreaming of a matte lipstick that lasts a day without the heavily coated feeling, only a beautiful tint hour after hour? And what if all that could come infused with the natural ingredients that care for your lips and enhance their beauty? Would it not be a dream come true? Cue in LELO MAKEUP™.



Since day one, [LELO](https://lelo.com)'s mission has been to make people more comfortable and confident in their sexuality. For the last two decades, the company has been revolutionizing the sexual wellness industry and helping individuals discover their needs and desires, helping them build confidence and improve overall well-being. Having mastered this, and coinciding with the twenty years celebration, the company announces its new big venture: delving into the make-up segment and bringing an extra sexy air to the industry.

"Stepping into the realm of beauty is a groundbreaking moment set to transform the industry as we know it. With an unrivalled track record in revolutionizing the sex toy market, LELO is now poised to redefine the beauty world. After two decades of pushing boundaries and setting new standards, we are ready to revolutionize the very concept of beauty on a global scale," says Luka Matutinović, LELO CMO.

For all PR inquiries: pr@lelo.com

LELO is not just a sex toy brand; it's a self-care movement aimed at those who know that satisfaction transcends gender, sexual orientation, race, and age. We're offering the experience of ecstasy without shame, the pleasure of discovering all the wonders of one's body, thus facilitating our customers with confidence, that leads to a fulfilled intimate life. LELO AB is the Swedish company behind LELO, where offices extend from Stockholm to San Jose, from Sydney to Shanghai.



He also adds “With our original mission in mind, the first Beauty products we developed are luxury lipsticks that enhance your look and unlock your true potential. As with all our other LELO products, we want to inspire people to feel confident and take in every day as if it was a night of unbridled passion, celebrating freedom and empowerment. For this reason, we have created a lipstick that is truly comfortable, and every shade is truly wearable.”

Drench your lips in a rich, deep colour that lasts for hours

The LELO™ matte lipsticks come as Stylo and Liquid lipstick. The products come in five beautiful shades each, formulated to have a buttery, non-drying result that lasts all day. Their highly pigmented, long-lasting formulas are designed to give the boldest, most alluring lips. Lip colours have been specially chosen to flatter everyone and match all occasions, day or night.

Stylo lipstick is an extra creamy matte lipstick with a specially formulated blend of herbal-infused butter that provides emollient and antioxidant properties and regenerates your lips for a youthful, plump appearance. The creamy texture glides on smoothly and delivers an intense, vivid pop of colour. The soft focus effect creates a non-sticky barrier for long-lasting wear and a comfortable feel on the lips.

Colours are creatively named, in line with the brand: Notorious, One Night Stand, Rebel, Come on Over and Screwed.

Liquid lipstick features a revolutionary lipstick formula that combines the best of natural ingredients with cutting-edge technology. This technology ensures strong coverage in just one stroke with a formula lasting up to 12 hours. It's packed with colour and offers an extraordinary high-coverage and lightweight feeling while preserving comfort and hydration.

Colours: Freak, Horizontal Tango, Booty Call, Hot AF and Nymph.

LELO MAKEUP™ launches May 24th; and will be available on lelobeauty.com and lelo.com; Amazon stores and specialized beauty stores such as Sephora, Cult Beauty, and FeelUnique.

RRP: Stylo lipstick 39 US dollars/euros; Liquid lipstick 39 US dollars/euros

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Products in a nutshell:

Stylo lipstick is the ultimate weapon of seduction for a bold and captivating look, boasting:

- Ultimate lipstick experience with our One Stroke and Gliding Sensorial Lipstick
- Immediate gliding and smoothing formula for easy application
- Emollient and antioxidant formulation for hydrated and nourished lips
- Rich colour and very high coverage for a bold and captivating look
- Formulated to last up to 8 hours for all-day wear
- Vegan and weightless

The power of nature is strong with one. With herbal Infused butter, LELO stylo lipstick is the ultimate secret weapon for lips that are both beautiful and healthy. This incredible blend creates a protective barrier for lips and is packed with a synergistic blend of herbs that work together to provide maximum benefits. Each herb provides additional properties:

- JUNIPER stimulates the microcirculation, helping to oxygenate the skin for a plump and youthful appearance
- BETULA pendula provides soothing properties to calm and comfort lips
- EQUISETUM ARVENSE is rich in antioxidants, providing anti-ageing and tonic properties
- VIOLA TRICOLOR moisturizes and hydrates lips
- SOLIDAGO VIRGAUREA moisturizes and hydrates lips
- ONONIS SPINOSA offers a depurative action for a clean and fresh feeling
- ARTEMISIA ABSINTHIUM, with its flavonoids and vitamin C, is a powerful antioxidant that fights against free radical damage

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- Very long-lasting, can be worn all day and night without any touch-ups
- Reliable no-transfer formula for confident wear without worrying about staining
- Comfort and hydration preserving formula to keep lips soft and supple
- High coverage for a bold and vibrant look
- Lightweight wearing feeling

Liquid lipstick features:

- NATURAL WAXES for creaminess and a smooth texture
- LANOLINE SUBSTITUTE for a soft sensation, moisturising, and creaminess
- NATURAL FILM FORMER for smoothness and moisture retention
- VOLATILE INGREDIENT AND SILICONE RESIN for lasting wear and no transfer.

This unique combination of ingredients ensures creamy, soft, and smooth formulation while providing long-lasting wear without any transfer.

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