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# LIP GLOSS

Maybelline's lip gloss selection offers more than just a flashy finish. Get fuller looking lips and lasting hydration in clear, pink and nude shades. Non-sticky glossy lip looks that go the distance.

## NEW LIFTER GLOSS



**MAYBELLINE**  
NEW YORK





## Hydrated, Fuller- Looking Lips.

Our new lip gloss with  
hyaluronic acid. Hydrated  
lips. Full look.



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NEW YORK





**LIFTER GLOSS LIP  
GLOSS MAKEUP  
WITH  
HYALURONIC  
ACID**



**SHOP NOW**



**MAYBELLINE**  
NEW YORK



Fun fact: So, lipstick was first invented thousands of years ago by intrepid glamazons who wanted to add a kick of color to their lips while mastering fire and creating civilization, but did you know that now-ubiquitous lip gloss wasn't invented until 1930? That's right, until movie makeup genius Max Factor realized that a sexy wet-sheen on lips enhanced mouths of all sizes and shapes, women of the world existed without it.

Today, lip gloss is one of the top selling makeup categories in the world, and has spawned a million variations. Tinted, plumping, long-lasting, flavored, shimmery... the list goes on. As a general rule, the thicker and shinier the lip gloss, the "stickier" it will be. Softer, more balm-like formulas give a more natural sheen, but also wear off easier. Tinted lip glosses add a touch of color to lips as well, though not at much as lipstick.

The latest formulas are made with skincare-like enhancements to hydrate and benefit lips. Our new [Lifter Lip Gloss Makeup](#) is infused with hyaluronic acid which visibly smoothes lips and enhances lip contours for plumped, fuller-looking lips.

## WHY WEAR LIP GLOSS?

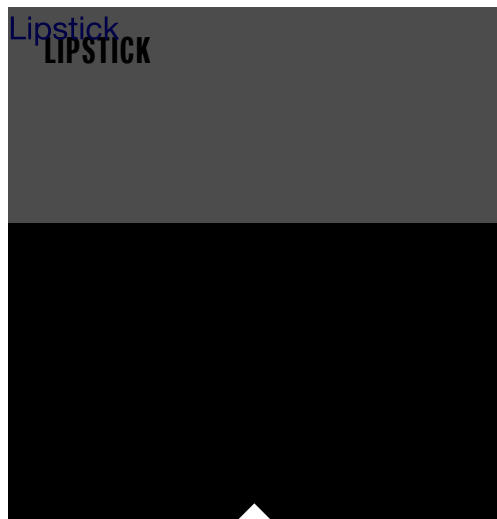
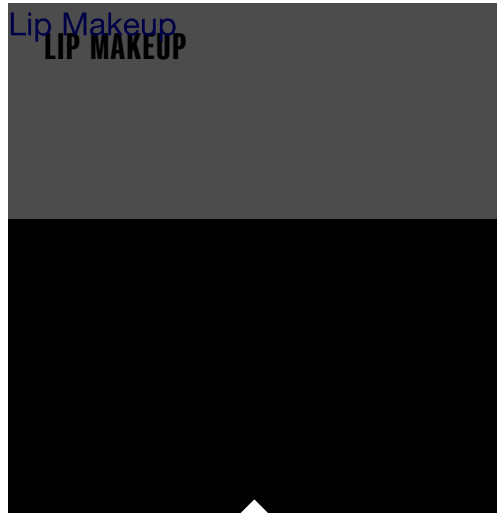
People LOVE shiny things and lip gloss imparts that subtle textural pop. And whereas lipstick can go wrong in a variety of ways—unflattering color, dry texture, smudging, fading—lip gloss is super simple to use and hard to get wrong.

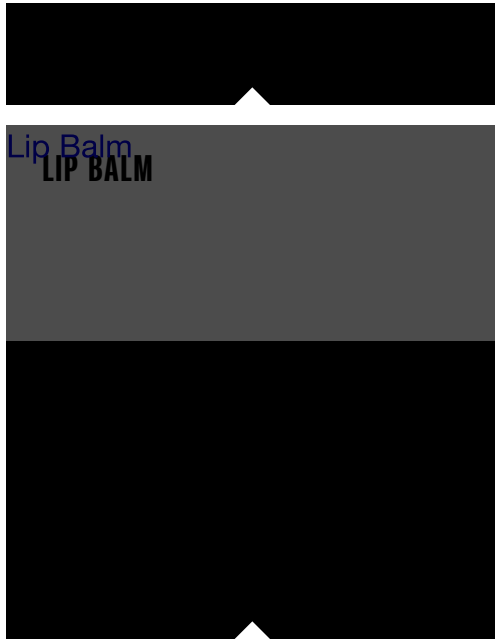
## WHEN SHOULD I WEAR LIP GLOSS?


This is a 24/7 kind of product. Apply it any time you want to look more polished. You can also layer lip gloss over your favorite lipstick, lip stain or lip pencil to add multi-dimensional shine and moisture.

## WHAT'S THE DIFFERENCE BETWEEN LIP GLOSS AND LIQUID LIPSTICK?







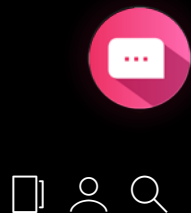
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