

LipSense HydraMatte

Experience a new and completely unique formula and texture of long-lasting lip colour!

LipSense HydraMatte is a gentle, true matte finish liquid-cream lip colour. Enjoy long-lasting, bold pigmented colour in a formula with conditioning and moisturising ingredients that help to keep lips hydrated.

The Science Behind the Product

HydraMatte Lip Colour is a patent-pending, one-step, easy to apply, water-based, alcohol-free, wax-free lip product with a liquid-cream texture, excellent colour payoff, a true matte finish, and moisturising ingredients for comfortable wear.

This product is longer-wearing than a traditional wax lipstick, with a waterproof, transfer-proof finish that lasts up to 6 hours throughout the day!

When you are ready to remove, it removes easily with Ooops! Remover. It is not designed to be topped with gloss or lip balm, but instead imparts beautiful colour and performance with just a single application. It is the perfect lip colour product for those looking for a gentle and easy application experience without compromising great colour payoff, long wear, and lip benefits.

HydraMatte Lip Colour features a gentle water-based formula that feels cool and comfortable while being applied to lips, and is packed with ingredients that provide immediate and lasting lip hydration.

A key ingredient in the formula, Aquaxyl, is a complex of nature-based sugars that assist in supporting and maintaining collagen and elastin in the skin. It provides an immediate effect of moisturisation as well as long-term affect, by supporting the skin moisture barrier of the lips and optimising moisture retention.

Additionally, a superfruit blend of extracts including Goji, Coffee Seed, Acai, Mangosteen, Noni, Pomegranate, and Green Tea Extract help to protect skin from environmental stressors, such as free radicals, that can cause damage to the delicate skin of the lips.

Finally, Humectants such as Apple Fruit Extract, Sodium Hyaluronate, and Glycerin in the formula attract water and help lips to retain precious moisture. Shea Butter, a natural fatty oil, helps to hydrate and soften lips.

HydraMatte Lip Colour is available in a selection of neutral, cool, and warm based matte shades.

Key Benefits

- Imparts bold, rich, matte-textured colour to lips.
- Long-lasting, waterproof, and transfer-proof finish that lasts up to 6 hours.
- Non-drying, moisturising formula helps hydrate, soften, and protect lips from environmental stressors.
- Single-step, easy application.
- Wax-free and Alcohol-free.
- Formulated with NO Parabens.
- Formulated with NO Animal By-Products.
- NO Animal Testing.
- Vegan.
- Gluten Free.



Directions For Use

Apply a single layer of colour. Let dry for approximately 1 minute before enjoying your finished look. Do not top with gloss.

HydraMatte is removed easily with Ooops! Remover and a clean cotton round or cloth.