

# Winter Makeup Trends

Do you feel that chill in the air? As the temperature slowly drops and the festive spirit surrounds us, it's time to not only layer up with hats, scarves and gloves but also embrace new makeup trends. A new winter season welcomes bold styles that promise not only to captivate but also withstand the test of time.

Read on to learn how you can accomplish the best winter trends of the season!



## Vampy Lips

A bold lip colour will forever be a winter favourite that is here to stay. Matte blood reds, wines and maroons will easily transition your look into the festive season.

The key to nailing this look is to use a smudge-proof lipstick to line and fill your lips. LipSense is waterproof and does not kiss-off, smear off or budge off and comes in a wide variety of shades and textures.

We recommend Mulled Wine LipSense, Blu-Red LipSense, Burgundy Plum HydraMatte or Rich Ruby HydraMatte.

## Latte Makeup

The Latte Makeup look that started trending in summer 2023 is still going strong and is effortlessly transitioning into the winter season. This style enhances bronzy tones, milky colours and varies shades of brown.

Our Café Cozy Cosmetic Collection has the perfect shades to create your own latte inspired look. This collection includes, Cold Brew LipSense, Honey Latte Gloss, Oat Milk ShadowSense and Hot Chocolate ShadowSense.



## “I’m Cold” Bold Blush

You might be familiar with the “sunburn blush” trend, but winter’s answer is all about achieving a complexion that appears kissed by the brisk, icy winter air.

Apply BlushSense near the apples of your cheeks, up near your temples, and blended into the brow and cheek bone. For the final “I’m Cold” touch apply a sweep on the tip of your nose.

Sheer Sense®