



# Lip Stains Vs Lipsticks



## LIP STAIN

- Gets absorbed into the lips
- Long-lasting results in a single application
- Pigment-rich formulation
- Mostly renders a matte-finish texture only
- Water-based formulation
- Available in liquid and marker formats
- Easy to apply as it is not prone to breakage



## LIP STICK

- Externally coats the lips with hue
- Requires re-applications to ensure long-lasting results
- Emollient-rich formulation
- Available in matte, glossy, and creamy textures
- Wax- and oil-based formulation
- Available in solid, liquid, and cream pot formats
- Needs to be applied with care to prevent breakage