

A close-up photograph of a person's lips, coated in a highly reflective, glossy red lipstick. The lips are slightly parted, and the skin around them is visible. The lighting is soft, highlighting the texture of the lipstick and the natural skin.

The Luscious Lip Collection



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The Lipstick Index (or Lipstick Effect) is an economic theory suggesting that during recessions or times of economic uncertainty, consumers still purchase "affordable luxuries"—like lipstick—even while cutting back on major, big-ticket items. Lip products give consumers a psychological boost. The term “Little Treat Culture” has also been regularly associated with this theme.

Fragranced lip products add a subtle layer of pleasure to an everyday routine, turning a quick swipe into a small sensory moment.

A hint of vanilla, fresh mint, or soft berry can make a lip balm or gloss feel more indulgent, enhancing the experience without overpowering it.



Our Lip Collection is perfect for a wide range of different lip products from beauty and makeup brands through to more caring, soothing and protection-based products.

The perfect fragrance can transform a simple lip care product into an emotive feel-good ritual. It can create an instant emotional connection, making the product feel luxurious, fun, or soothing, without overwhelming the senses.

Our collection of six new fragrances are perfect for all different applications and have been designed to be flavour safe.



Very Cherry

Fruity

Cherry

Cherry
Almond

Vanilla

Opening with a sweet, indulgent cherry bloom this scent is complemented by a creamy almond heart, resting on a warm vanilla embrace.



Dreamy Vanilla

Vanilla



Tropical fresh coconut meets soft vanilla and creamy warmth, a luscious, comforting scent that's pure indulgence.



Chocolate Bliss

Gourmand

Cocoa
Hazelnut

Caramel
Milk Chocolate

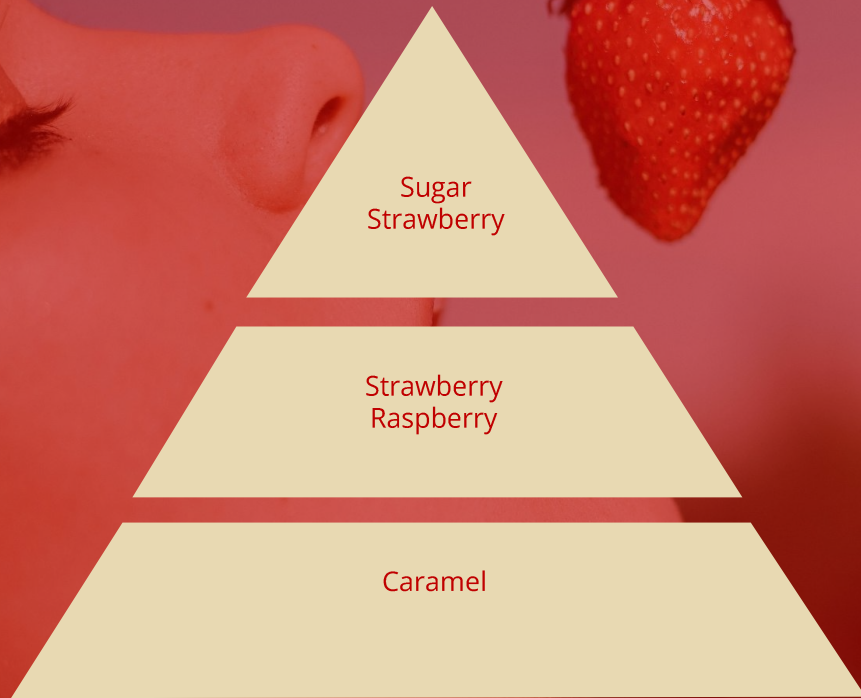
Vanilla

A decadent blend of roasted cocoa and nutty hazelnut opens the scent, before melting into a heart of creamy milk chocolate and rich caramel and settling into a smooth, warm vanilla base.



Strawberry Kisses

Fruity



A sweet opening of sugar and ripe strawberries gives way to a juicy heart of strawberry and raspberry, finishing with a warm, buttery caramel base. Playful, fruity and irresistibly sweet.



Sweet Melon

Acquatic | Fruity

Pear
Watermelon

Melon

Sugar

A fresh, irresistibly refreshing burst of watermelon and playful pear opens the scent, flowing into a crisp, succulent melon heart and finally settling on a sweet, sugary base.



Jelly Bean

Fruity | Vanilla

Sugar
Blackcurrant
Tropical Fruits

Berry
Raspberry
Strawberry

Vanilla

A sparkling blend of tropical fruits, sugar and blackcurrant leads to a juicy heart of raspberry, strawberry and berries and finishing on a sweet vanilla base.



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For more information about our fragrances and our latest creations, contact us

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