

GBM

BEAUTY · COSMETICS · ALGERIA

ULTRA/HD · SHIMMERING LIP GLOSS · 22 SHADES

Shiny Lip Gloss

22 Shades. Endless Stories. The Most Coveted Pout in Beauty.

A pout that catches the light. A gloss that catches the eye. And a woman who knows that the smallest detail is sometimes the most powerful.

— THE GBM CREATIVE TEAM

ULTRA/HD FORMULA · HIGH-IMPACT SHIMMER · NON-STICKY · BUILDABLE PIGMENT · 22 LUXURIOUS SHADES

The most coveted gloss in beauty, finally hers. Meet the GBM Shiny Lip Gloss — an ultra-luxurious, multidimensional shimmer gloss engineered to deliver the glassiest, most light-reflective pout of her life. With a single swipe, transform her lips into a high-shine, multidimensional moment that catches every flicker of light, every flash of a camera, and every second look in the room.

Crafted in the GBM laboratories with our signature commitment to innovation in every detail, the Shiny Lip Gloss features ultra-fine, light-reflecting shimmer particles suspended in a buttery, weightless formula. The result is a finish that lives somewhere between a gloss and a treatment — vibrant, luminous, comfortable, and never sticky. The kind of pout that doesn't just shine. It performs.

Engineered with our Ultra/HD shimmer technology, each shade is enriched with a unique blend of light-reflecting micro-particles that create a three-dimensional,

almost-foiled luminosity on the lips. The pigment is buildable from a sheer veil to a saturated, statement-making finish — giving every woman the freedom to choose exactly how loud or how soft her pout speaks today.

Designed for both standalone wear and effortless layering, the Shiny Lip Gloss adapts to every lip moment. Wear it alone for a fresh, glossy everyday look. Layer it over lipstick for an editorial, high-fashion finish. Apply just a dot in the center of the lower lip for an instant plumping effect. The applications are limitless — and so is the way she wears the light.

Available in a meticulously curated range of 22 shades — from sheer, shimmering champagnes and rose-golds to deep berries, smouldering wines, and bold, runway-worthy reds — the Shiny Lip Gloss is the most versatile, most addictive lip product in modern beauty. Housed in a sleek, slim glass tube with a polished rose-gold sphere cap engraved with the GBM emblem, every detail has been engineered to be as beautiful on the vanity as it is on the lips. Because at GBM, we believe true beauty lives in the smallest details.

WHY YOU'LL LOVE IT

- 22 luxurious shades. The most thoroughly curated lip gloss collection in modern beauty — from sheer-shimmering nudes to bold, statement-making berries. There is a shade for every mood, every occasion, every version of her.
- Ultra/HD multidimensional shimmer. Light-reflecting micro-particles create a three-dimensional, almost-foiled luminosity that catches every flicker of light from every angle.
- Glass-finish gloss. Delivers the highest-shine, glossiest pout of her life — the kind of mirror-like luminosity usually reserved for editorial campaigns and red-carpet moments.
- Non-sticky, weightless feel. The breakthrough buttery formula glides smoothly without ever feeling tacky, heavy, or compromised. Pure comfort, pure shine.
- Buildable pigment. Layer once for a sheer, polished veil. Layer twice for a saturated, runway-worthy statement. The control is hers.
- Plumping effect. The light-reflecting shimmer creates the illusion of fuller, plumper, more dimensional lips — the optical magic behind every well-photographed pout.
- Effortless layering. Wear alone, layer over lipstick, or apply just a touch in the center of the lower lip for an instant 3D effect. Endless ways to wear the gloss.
- Long-wearing comfort. Designed for hours of comfortable wear, with a formula that conditions and softens the lips while delivering the high-impact finish.

- Precision doe-foot applicator. Hugs the curve of the lips perfectly, delivering exactly the right dose for clean, precise application every single time.
 - Cruelty-free and FDA-compliant. Formulated with uncompromising standards, never tested on animals.
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AVAILABLE IN 22 LUXURIOUS SHADES

GBM Shiny Lip Gloss is offered in the most thoughtfully curated collection of 22 shades in modern beauty — spanning shimmering champagnes, rose-gold luminosities, soft pinks, romantic mauves, deep berries, smouldering wines, and bold, fashion-week reds. Each shade has been engineered in the GBM atelier to flatter every undertone, complement every makeup look, and elevate every occasion. From the most romantic dinner to the boldest evening out, there is a shade for every version of her. Discover the full collection and select her signature shade — or three — directly below.

FOUR WAYS TO WEAR IT

- **THE EVERYDAY POLISH.** Apply alone over clean lips for a fresh, polished, glossy everyday finish. The kind of effortless beauty that looks like she didn't try — except she absolutely did.
 - **THE LIPSTICK GLAZE.** Layer over your favorite matte or satin lipstick for an instant high-shine, dimensional finish. Two products, one runway-worthy moment.
 - **THE 3D POUT.** Apply gloss across the entire lip, then dot a touch more in the center of the lower lip and gently press lips together. The center-shine creates an instant plumping illusion.
 - **THE SHIMMER STATEMENT.** Choose a bold, shimmer-saturated shade and wear it alone as the focal point of the look. Pair with bare skin and a light eye for a clean, modern, fashion-week-worthy finish.
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HOW SHE WEARS IT

- **Prepare.** For the smoothest, most luminous finish, gently exfoliate the lips with a soft cloth or sugar scrub before applying.
- **Dispense.** Press the doe-foot applicator gently against the rim of the bottle to remove any excess. The applicator should be coated but not dripping.

- Apply. Glide the doe-foot across the lips in smooth, confident strokes. Start from the center of each lip and work outward for the most even coverage.
- Layer. For a more saturated, statement-making finish, apply a second layer immediately. The formula layers beautifully without ever feeling heavy.
- Refresh. Throughout the day, simply reapply for an instant glossy refresh. The non-sticky formula refreshes effortlessly without product buildup.
- Layer over lipstick. For a high-fashion finish, apply your favorite lipstick first, allow to set, then layer Shiny Lip Gloss over the top for an instant dimensional effect.

For the fullest-looking pout, focus the highest concentration of gloss in the center of the lower lip and gently smile to distribute. The result is a naturally fuller, more dimensional finish.

LIPS — TO :

PRO TIPS + TRICKS

THE CENTER-SHINE TRICK

After applying gloss across the entire lip, add an extra dot in the very center of the lower lip and gently press lips together. This single technique creates an instant 3D, plumped, fuller-looking pout.

THE OVER-LIPSTICK FINISH

For a long-wearing, dimensional lip, apply matte lipstick first and let it set fully. Then layer Shiny Lip Gloss over the top. The matte beneath provides longevity, the gloss provides the shine.

THE OMBRÉ POUT

Apply a darker matte lipstick on the outer edges of the lips, then apply Shiny Lip Gloss only in the center. Press lips together gently to blend. The result is an editorial, dimensional ombré effect.

THE CLEAR-OVER-SHIMMER LAYER

Apply a richly pigmented shade first, then layer a sheer or clear shimmer shade on top. The result is multidimensional luminosity that no single shade can achieve alone.

THE HOLD-A-SHADE-FOR-EVERY-MOOD RULE

With 22 shades to choose from, build a small collection across the spectrum — a soft pink for everyday, a romantic mauve for dinner, a bold red for evenings, a shimmering champagne for special occasions. Different shades for different stories.

THE PRESS-AND-RELEASE FINISH

After applying, gently press lips together once and release. This evenly distributes the gloss without absorbing too much into the skin, preserving the maximum amount of shine for hours.

THE GBM PROMISE

Every product that bears the GBM name is born from one philosophy: that true beauty lives in the smallest details. From the precision of the Ultra/HD shimmer technology to the silkiness of the buttery formula, from the architecture of the slim glass tube to the polish of the rose-gold sphere cap engraved with the GBM emblem, every step is taken with uncompromising care, rigorous testing, and a refusal to settle for anything less than artistry. The Shiny Lip Gloss is more than a product — it is the glossy detail that completes her. The 22 ways to tell her story. The single swipe that turns ordinary lips into the kind every camera, every flash, and every second look wants to find.