

GBM

BEAUTY · COSMETICS · ALGERIA

PH-REACTIVE COLOR-CHANGING LIP BALM

Magic Lip Balm

Her Skin. Her Chemistry. Her One-of-a-Kind Color.

*A balm that knows her. A color that exists only on her lips.
A shade no woman in the world can wear quite the same
way.*

— THE GBM CREATIVE TEAM

PH-REACTIVE FORMULA · PERSONALIZED COLOR · HYDRATING + NOURISHING · TINTED FROM WITHIN · ALL-DAY COMFORT

The lip balm that becomes her. Meet the GBM Magic Lip Balm — a revolutionary, PH-reactive formula that responds to the unique chemistry of her lips to reveal a personalized, custom color that exists only on her. With a single swipe, watch the balm transform from its initial shade into a flush of color that no other woman can recreate — because the color is hers, and only hers.

Crafted in the GBM laboratories with our signature commitment to innovation in every detail, this magical formula features advanced PH-reactive technology that interacts with the natural acidity and warmth of the skin to deliver a perfectly personalized flush. The result is a soft, natural-looking tint that adapts beautifully to her undertone — flattering every complexion, every mood, every moment.

Beyond the magic of the color transformation, the formula is enriched with skin-loving, deeply moisturizing ingredients that hydrate, nourish, and condition the

lips with every wear. The buttery, weightless texture glides smoothly across the lips and melts into a comfortable, second-skin finish that never feels heavy, sticky, or compromised. The kind of balm that doesn't ask her to choose between care and color.

Designed for effortless, on-the-go beauty, the Magic Lip Balm is the perfect daily companion. Wear it alone for a fresh, naturally tinted flush that looks just-bitten and glowing. Layer it under lipstick as a conditioning base. Apply it as a nighttime treatment for soft, plumped lips by morning. One product, infinite ways to wear the magic — and a color that belongs only to her.

Housed in a sleek, glossy lipstick tube whose color matches the magic within, the Magic Lip Balm is as beautiful on the vanity as it is on the lips. Because at GBM, we believe true beauty lives in the smallest details — and the smallest detail of all is the personalized color that tells her story, written in a language no one else can speak.

WHY YOU'LL LOVE IT

- Magical PH-reactive technology. The formula reacts to the unique chemistry of her lips, revealing a personalized color that adapts to her natural undertone — a shade no other woman can wear quite the same way.
- Universally flattering finish. Because the color is custom to her body chemistry, the result is always perfectly flattering — never harsh, never wrong, never compromised.
- Deeply hydrating + nourishing. Infused with skin-loving moisturizing ingredients that hydrate, nourish, and soften the lips with every wear. A treatment disguised as a tinted balm.
- Buttery, weightless feel. Glides on smoothly without ever feeling heavy, sticky, or visible. Pure comfort, pure care, pure magic.
- Long-lasting hydration. The conditioning formula keeps lips soft, smooth, and comfortable for hours of all-day wear, even in the driest conditions.
- Effortless everyday beauty. The perfect on-the-go essential — apply once, no need to check the mirror. The color always looks intentional and beautifully suited to her.
- Multi-use versatility. Wear alone for a tinted flush, layer under lipstick as a conditioning base, or apply at bedtime as an overnight treatment.
- Travel-friendly compact tube. Slips effortlessly into the smallest of handbags. The perfect companion for the office, the airport, or anywhere her day takes her.
- Suitable for sensitive lips. The gentle, breathable formula is comfortable for daily wear on every lip type — even the most delicate or easily irritated.

- Cruelty-free and FDA-compliant. Formulated with uncompromising standards, never tested on animals.
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AVAILABLE IN A CURATED SHADE COLLECTION

GBM Magic Lip Balm is offered in a meticulously curated collection of shades — each engineered with its own unique PH-reactive technology to deliver a soft, personalized flush of color on every woman who wears it. The result is a balm that adapts beautifully to her natural undertone, creating a shade as unique as she is. Discover the full collection and select her signature magic directly below.

THREE WAYS TO WEAR IT

- **THE NO-MAKEUP FLUSH.** Apply alone over clean lips and watch the magic happen. Within seconds, the balm transforms into a soft, natural-looking flush perfectly suited to her undertone — the ultimate no-makeup makeup moment.
 - **THE TINTED LAYER.** Apply over your favorite lipstick for added hydration, comfort, and a soft dimensional finish. The magic balm refreshes color throughout the day while caring for the lips beneath.
 - **THE OVERNIGHT TREATMENT.** Apply a generous layer before bed and wake up to softer, more nourished, naturally tinted lips. The conditioning formula works overnight to deliver visible transformation by morning.
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HOW SHE WEARS IT

- **Prepare.** For the smoothest application, gently exfoliate the lips with a soft cloth to remove any dry skin.
- **Apply.** Glide the balm directly across the lips in smooth, confident strokes. The initial shade may differ from the final color — this is the magic at work.
- **Wait.** Allow 30 to 60 seconds for the PH-reactive technology to interact with the natural chemistry of the lips. Watch the color gradually develop into her personalized shade.
- **Layer.** For a more saturated finish, apply a second layer immediately. The buttery formula layers beautifully without ever feeling heavy.
- **Refresh.** Reapply throughout the day for an instant moisture boost and color refresh. The non-sticky formula refreshes effortlessly.

- Treat overnight. Apply a generous layer before bed and let the conditioning ingredients work overnight. Wake up to soft, plumped, beautifully cared-for lips.

The color may appear slightly different on every woman who wears it — this is the natural magic of the PH-reactive formula. Embrace it. The shade is uniquely hers.

LIPS — TO :

PRO TIPS + TRICKS

THE WAITING RITUAL

After applying, give the balm 30 to 60 seconds to fully react with the natural chemistry of the lips. This is when the magic happens — the initial shade transforms into her personalized color. Patience reveals the magic.

THE LAYERING METHOD

For a more saturated, dramatic flush, apply two to three layers, allowing each to fully develop before adding the next. The color builds beautifully with each layer.

THE OVERNIGHT TRANSFORMATION

Apply a generous layer before bed and let the conditioning ingredients work overnight. The combination of color reaction and intensive moisturization delivers softer, more nourished, naturally tinted lips by morning.

THE MULTI-MAGIC GIFT

With three shades to choose from, build a small collection across the spectrum. Each shade interacts differently with her body chemistry — the result is a different magical color for every mood, every season, every occasion.

THE LIPSTICK COMPANION

Apply Magic Lip Balm first, allow the magic to develop, then layer your favorite lipstick over the top. The conditioning base extends lipstick wear, prevents drying, and creates a softer, more dimensional finish.

THE DAILY ESSENTIAL RULE

Keep one in her handbag, one on the desk, one on the nightstand. The Magic Lip Balm is light enough to live everywhere — and powerful enough to transform any moment into a beautiful one.

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 PH-reactive technology to the silkiness of the moisturizing formula, from the architecture of the elegant tube to the gleaming finish that matches the magic within, every step is taken with uncompromising care, rigorous testing, and a refusal to settle for anything less than artistry. The Magic Lip Balm is more than a product — it is the chemistry of her own beauty, captured in a tube. The personalized color that exists only on her lips. The shade no other woman in the world can ever truly wear.