

# GBM

BEAUTY · COSMETICS · ALGERIA

**MATTE HD · ULTRA-PIGMENTED · 15 SHADES**

## Matte HD Lipstick

Velvet Color. Iconic Finish. The Lip Statement of Her Dreams.

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*A single swipe. A bold statement. A color that doesn't whisper — it speaks. And a woman who understands that sometimes the loudest power is silent confidence.*

— THE GBM CREATIVE TEAM

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**ULTRA-PIGMENTED · HD MATTE FINISH · LONG-WEAR · HYDRATING FORMULA · 15 ICONIC SHADES**

The matte lipstick that changed everything. Meet the GBM Matte HD Lipstick — an ultra-pigmented, velvet-soft formula engineered to deliver the most saturated, photo-perfect matte finish of her life. With a single stroke, transform her lips into a high-fashion, runway-worthy statement that lasts for hours of confident, comfortable wear — without the compromise that traditional matte lipsticks demand.

Crafted in the GBM laboratories with our signature commitment to innovation in every detail, this revolutionary HD matte formula delivers full-coverage color in a single confident swipe. The buttery, creamy texture glides effortlessly across the lips and sets to a velvet-soft, second-skin matte finish — never chalky, never drying, never compromised. Just pure, undisturbed pigment that reads like editorial reality and lasts like a memory.

Engineered with our breakthrough hydrating technology, the formula is infused with skin-loving conditioning ingredients that nourish and soften the lips throughout the day. Despite delivering the boldest, most saturated matte finish in modern beauty, the texture remains comfortable enough for hours of all-day wear, with no tightness, no flaking, and no compromise. The matte that doesn't ask her to choose between color and care.

Available in a meticulously curated range of 15 iconic shades — from soft, wearable nudes and romantic mauves to bold, statement-making berries, dramatic plums, and the most coveted classic reds — the Matte HD Lipstick is the most versatile, most addictive lip product in modern beauty. Whether the moment calls for a polished daytime look, a romantic dinner finish, or a bold evening statement, there is a shade for every version of her.

Housed in a luxurious, sculpted champagne-gold metallic case engraved with the signature GBM emblem, the Matte HD Lipstick 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 color that defines her every entrance, her every confident smile, her every unforgettable moment.

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## **WHY YOU'LL LOVE IT**

- Ultra-pigmented HD finish. Delivers full, opaque coverage in a single confident swipe — no patchiness, no streaking, no compromise. The color reads like editorial reality.
- Velvet-soft matte texture. Sets to a smooth, breathable, second-skin finish that feels like nothing on the lips — never chalky, never tight, never drying.
- Long-wearing performance. Engineered to stay vibrant and saturated through hours of all-day wear, resisting fading, transferring, and bleeding throughout the day.
- Hydrating, skin-loving formula. Infused with conditioning ingredients that nourish and soften the lips with every wear. A matte that respects her lips.
- 15 iconic shades. The most thoughtfully curated lipstick collection — from wearable nudes and soft mauves to bold berries, dramatic plums, and the most coveted classic reds.
- Photo-perfect color payoff. Engineered for HD lighting, flash photography, and every camera angle she will ever face. The color photographs like a magazine cover.
- Buttery, smooth glide. The creamy formula glides effortlessly across the lips without skipping, dragging, or pulling. Pure precision in every stroke.

- Comfortable all-day wear. Designed to feel weightless and comfortable for hours of confident, uninterrupted wear — even through coffee, conversations, and dinner.
  - Luxurious champagne-gold case. A sculpted metallic case engraved with the GBM emblem — a statement piece designed to be displayed and admired.
  - Cruelty-free and FDA-compliant. Formulated with uncompromising standards, never tested on animals.
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## **AVAILABLE IN 15 ICONIC SHADES**

GBM Matte HD Lipstick is offered in the most thoughtfully curated collection of 15 shades in modern beauty — from soft, wearable nudes and romantic peach-pinks to dreamy mauves, bold fuchsias, deep berries, smouldering wines, and the most coveted classic reds. Each shade has been engineered in the GBM atelier to flatter every undertone, complement every makeup look, and elevate every occasion. From the polished morning meeting to the boldest evening out, there is a shade for every version of her. Discover the full collection and find her signature matte directly below.

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## **THREE WAYS TO WEAR IT**

- **THE BOLD STATEMENT.** Apply directly from the bullet for full, opaque coverage. Pair with a clean, glowing complexion and a soft eye to let the lip be the focal point. The kind of finish that turns heads — and demands a second look.
  - **THE BLOTTED FINISH.** Apply the lipstick, then gently blot once with a tissue. The result is a softer, lived-in matte that looks effortlessly polished — perfect for romantic dinners and editorial moments.
  - **THE GLOSSY UPGRADE.** Apply matte lipstick first, allow to set, then layer our Shiny Lip Gloss over the top for an instant high-fashion, dimensional finish. Two products, one runway-worthy moment.
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## **HOW SHE WEARS IT**

- **Prepare.** For the smoothest application, gently exfoliate the lips with a soft cloth and apply a thin layer of lip balm 5 minutes before applying the lipstick.
- **Line first (optional).** For a sharper, more defined finish, line the lips with a matching lip pencil before applying the lipstick.

- **Apply.** Glide the lipstick directly across the lips in smooth, confident strokes. Start from the center of each lip and work outward for the most precise coverage.
- **Build.** For an even more saturated, statement-making finish, apply a second layer immediately. The formula layers beautifully without ever feeling heavy.
- **Set (optional).** For maximum longevity, gently press a translucent powder over the lips with a tissue between layers. This locks the color and extends wear by hours.
- **Refresh.** Throughout the day, simply reapply for a refreshed matte finish. The non-drying formula refreshes effortlessly without product buildup.

*For the most flattering matte finish, balance bold lip color with a softer eye and a clean, luminous complexion. The lip should be the focal point — not competing with other features.*

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**LIPS — TO :**

## **PRO TIPS + TRICKS**

### **THE LIP-LINER FOUNDATION**

Line the entire lip with a matching lip pencil before applying lipstick. This creates a defined, sharper finish, prevents bleeding, and extends wear by hours. The professional secret behind every editorial lip.

### **THE BLOT-AND-BUILD METHOD**

Apply the first layer, blot gently with a tissue, then apply a second layer. This technique creates the most saturated, long-wearing matte finish possible — the color locks into the lips beautifully.

### **THE OVERDRAWN POUT**

For a fuller, more defined-looking pout, line slightly outside the natural lip line with a matching pencil before applying lipstick. Subtle overdrawing creates the appearance of fuller, more dimensional lips.

### **THE GLOSSY HYBRID**

Apply matte lipstick across the entire lip, then dot Shiny Lip Gloss only in the center of the lower lip. The center-shine creates an instant 3D effect while maintaining the matte finish on the edges.

### **THE OMBRÉ POUT TRICK**

Apply a darker shade on the outer corners and a lighter shade in the center, then gently press lips together to blend. The result is a dimensional, editorial ombré finish in seconds.

### **THE 15-SHADE WARDROBE**

With 15 iconic shades to choose from, build a small lipstick wardrobe — a soft nude for everyday, a romantic mauve for dinner, a bold red for evenings. Different shades for different stories, different moods, different versions of her.

## **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 silkiness of the HD matte formula to the architecture of the sculpted champagne-gold case, from the curated shade collection to the engraved GBM emblem on every tube, every step is taken with uncompromising care, rigorous testing, and a refusal to settle for anything less than artistry. The Matte HD Lipstick is more than a product — it is the bold detail that completes her. The 15 ways to tell her story. The single swipe that turns ordinary moments into the kind every camera, every flash, and every second look wants to find.