

GBM

BEAUTY · COSMETICS · ALGERIA
LIQUID MATTE · ULTRA-PIGMENTED · 32 SHADES

Matte Lip Gloss

Liquid Velvet. Editorial Finish. The Lip Gloss That Defies Every Rule.

A single glide of the wand. A liquid that becomes velvet. A finish that stays. And a woman who refuses to choose between the precision of a gloss and the power of a matte.

— THE GBM CREATIVE TEAM

LIQUID MATTE FORMULA · ULTRA-PIGMENTED · LONG-WEAR · NON-DRYING · 32 ICONIC SHADES

The liquid matte lip gloss that rewrote the rules of modern beauty. Meet the **GBM Matte Lip Gloss** — a revolutionary liquid-to-matte formula that delivers the saturated payoff of a couture lipstick with the effortless precision of a gloss applicator. Glides on like silk, sets like a kiss, stays like a memory — for hours of confident, runway-worthy wear without the compromise that traditional liquid mattes demand.

Crafted in the GBM laboratories with our signature commitment to innovation in every detail, this groundbreaking liquid matte formula is engineered to deliver full-coverage color in a single confident glide of the precision wand. The buttery-smooth liquid melts effortlessly across the lips and dries down to a velvet-soft, weightless matte finish — never sticky, never drying, never compromised. Just pure, intensified pigment that reads like an editorial cover and lasts like a signature.

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

Available in a meticulously curated range of 32 iconic shades — from the softest, most wearable nudes and dreamy peach-pinks to dusty mauves, fresh corals, statement berries, dramatic plums, smouldering wines, and the most coveted classic reds — the GBM Matte Lip Gloss is the most addictive, most versatile lip product of the GBM collection. Whether the moment calls for a polished morning meeting, a romantic dinner finish, or a bold evening statement, there is a shade — and a story — for every version of her.

Housed in a sculpted, crystal-cut clear glass bottle topped with a luxurious champagne-gold spherical cap and engraved with the signature GBM emblem, the Matte Lip Gloss is as breathtaking on the vanity as it is on the lips. Because at GBM, we believe that true beauty lives in the smallest details — and the smallest, most powerful detail of all is the color that defines her every entrance, her every confident smile, her every unforgettable moment.

WHY YOU'LL LOVE IT

- **Liquid-to-matte technology.** A revolutionary liquid formula that glides on smoothly and dries down to a soft, velvet matte finish — the comfort of a gloss, the power of a matte.
- **Ultra-pigmented coverage.** Delivers full, opaque color in a single confident glide — no patchiness, no streaking, no second-coating required. The color reads like an editorial cover.
- **Precision wand applicator.** The contoured doe-foot applicator hugs every curve of the lip, allowing for sharper definition and more controlled application than any traditional lipstick bullet.
- **Long-wearing performance.** Engineered to stay vibrant, saturated, and intact through hours of all-day wear — resisting fading, transferring, and bleeding from morning to evening.
- **Non-drying, hydrating formula.** Infused with skin-loving conditioning ingredients that nourish and soften the lips with every wear. A liquid matte that refuses to dry.
- **32 iconic shades.** The most thoughtfully curated liquid matte collection in modern beauty — 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 kind of color that photographs like a magazine cover.
- **Weightless, comfortable wear.** Designed to feel like nothing on the lips — never sticky, never tight, never heavy. Comfortable enough for hours of confident, uninterrupted wear.
- **Sculpted crystal-cut case.** A luxurious crystal-faceted glass bottle crowned with a champagne-gold sphere and engraved with the GBM emblem — a vanity statement piece.
- **Cruelty-free and FDA-compliant.** Formulated with uncompromising standards, never tested on animals.

AVAILABLE IN 32 ICONIC SHADES

GBM Matte Lip Gloss is offered in the most thoughtfully curated collection of 32 shades in modern beauty — from soft, wearable nudes and creamy peach-pinks to dreamy mauves, fresh corals, 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 most polished morning moment to the boldest evening statement, there is a shade for every version of her. Discover the full collection — shades 101 through 132 — and find her signature liquid matte directly below.

THREE WAYS TO WEAR IT

- **THE FULL STATEMENT.** Apply two even coats directly with the precision wand, allowing the first to dry fully between layers. The result: maximum saturation, maximum staying power, maximum impact. The kind of finish that turns heads — and demands a second look.
- **THE BLOTTED FINISH.** Apply a single coat, then gently press the lips together over a tissue. The result is a softer, lived-in matte that looks effortlessly polished — perfect for romantic dinners,

brunches, and editorial daytime moments.

- **THE GLOSSY UPGRADE.** Apply Matte Lip Gloss as a base, allow to set fully, then layer our Shiny Lip Gloss in the center of the lower lip. The result: a high-fashion, dimensional 3D finish that pairs the staying power of matte with the runway gloss of editorial.

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 gloss.
- **Line first (optional).** For a sharper, more defined finish, line the lips with a matching lip pencil before applying the gloss.
- **Apply.** Glide the precision wand across the lips in smooth, confident strokes. Start from the cupid's bow and work outward for the most precise coverage.
- **Let it set.** Allow the first layer to dry fully — about 30 to 60 seconds — without pressing the lips together. This is when the liquid transforms into the signature velvet matte finish.
- **Build.** For an even more saturated, statement-making finish, apply a second layer once the first is fully set. The formula layers beautifully without ever feeling heavy or cakey.
- **Refresh.** Throughout the day, simply re-apply for an instantly refreshed matte finish. The non-drying formula reapplies 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 — never competing with the rest of the face.

PRO TIPS + TRICKS

THE LIP-LINER FOUNDATION

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

THE WAIT-AND-LAYER METHOD

Apply the first thin coat, wait 60 full seconds for the formula to set, then apply a second confident layer. This technique creates the most saturated, longest-wearing 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 the gloss. Subtle overdrawing creates the appearance of fuller, more dimensional lips.

THE GLOSSY HYBRID

Apply Matte Lip Gloss across the entire lip, allow to set, 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 the lips together to blend before the formula sets. The result is a dimensional, editorial ombré finish in seconds.

THE 32-SHADE WARDROBE

With 32 iconic shades to choose from, build a true liquid matte wardrobe — a soft nude for everyday, a romantic mauve for dinner, a bold red for evenings, a deep plum for the boldest nights. 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 liquid matte formula to the architecture of the sculpted crystal-cut case, from the curated 32-shade collection to the engraved GBM emblem on every bottle, every step is taken with uncompromising care, rigorous testing, and a refusal to settle for anything less than artistry. The Matte Lip Gloss is more than a product — it is the bold detail that completes her. The 32 ways to tell her story. The single glide that turns ordinary moments into the kind every camera, every flash, and every second look wants to find.