

LIPS · LIQUID LIPSTICK · ULTRA PIGMENTED

THE COLLECTION

GBM Liquid Lipstick

Ultra-pigmented. Intense comfort. Six shades for every kind of woman.

*One swipe and her lips remember they have a voice.
Saturated colour. Velvet weight.
The kind of pigment that does not ask permission
to be seen — and the kind of comfort
that lets her forget she's wearing anything at all.*

— THE GBM CREATIVE TEAM

THE WARDROBE



**Spiced
Cinnamon**



**Dusty
Rosewood**



Warm Caramel



Bronze Cocoa



Fuchsia Bloom



Crimson Velvet

6

EDITORIAL SHADES

Nude to magenta

12H

PIGMENT WEAR

Saturated · transfer-resistant

0%

DRYING FEEL

Intense comfort formula

6.5G / 0.22 FL.OZ · ULTRA PIGMENTED · INTENSE COMFORT · CRUELTY-FREE

Most liquid lipsticks make her choose: rich pigment or comfortable wear. GBM Liquid Lipstick refuses the trade-off. An ultra-pigmented liquid formula that delivers full, saturated colour in a single stroke — without the tightness, the cracking, the ten-thirty-AM ring around the cup. Intense comfort, the label promises. The formula delivers, every hour, every shade.

The secret is in the texture. A weightless liquid suspension that glides across the lips like silk and sets to a soft, lived-in finish — not a matte chalk, not a glossy slick, but the velvet middle ground that every makeup artist knows is the most flattering of all. Skin-conditioning oils and humectants keep her lips comfortable for twelve hours. The pigment holds. The colour does not move.

Six shades, considered as a single wardrobe. Three warm browns and rusts for the everyday — Spiced Cinnamon, Dusty Rosewood, Warm Caramel. One deep cocoa-bronze for the editorial moment. And two bold statements — Fuchsia Bloom for the fearless, Crimson Velvet for the classic. Together they cover every mood from a quiet Tuesday morning to a Saturday night that demands to be remembered.

Housed in a slim crystal-clear tube — so she can always see the shade — with a rose-gold pharaonic woman engraved along the front, watching over the formula. The doe-foot applicator is plump and tapered, cut precisely to follow the cupid's bow and fill the lip with a single confident pass. A small bottle. A complete language of self-expression.

THE SIX SHADES

Spiced Cinnamon

The warm everyday rust.

A spiced cinnamon-rust with subtle warm shimmer — the lipstick equivalent of a cashmere sweater. Universally flattering, never trying too hard.

Dusty Rosewood

The quiet mauve.

A dusty rosewood with a soft mauve undertone — the kind of nude that looks like her lips, only better. Office-ready, dinner-ready, always-ready.

Warm Caramel

The sun-kissed coral.

A warm caramel-coral with golden shimmer — sun-kissed warmth in a tube. Best on warm undertones, photographs like a dream in natural light.

Bronze Cocoa

The rich espresso.

A deep cocoa-bronze with rich shimmer running through it — the moody cousin of the family. Editorial on its own, transformative under gloss.

Fuchsia Bloom

The fearless magenta.

A hot fuchsia-magenta with luminous pink shimmer — the shade that says she didn't come to be subtle. Statement-making, camera-loving.

Crimson Velvet

The classic red, reimagined.

A deep cherry-crimson with a velvet finish and faint warm shimmer — the red that flatters every undertone. Confident, classic, timeless.

WHY YOU'LL LOVE IT

- **Ultra-pigmented formula**
full opaque colour in a single stroke.
- **12-hour wear**
transfer-resistant, kiss-survivable pigment.
- **Velvet finish**
between matte and gloss — the artist's choice.
- **Intense comfort feel**
no tightness, no cracking, no drag.
- **6 curated shades**
from everyday rust to fearless magenta.
- **Hydrating + soothing**
skin-conditioning oils for all-day softness.

THE SHADE WARDROBE

Six liquid shades, designed as a single wardrobe. Choose the mood — or collect them all.



Spiced Cinnamon

The warm everyday rust.



Dusty Rosewood

The quiet mauve.



Warm Caramel

The sun-kissed coral.



Bronze Cocoa

The rich espresso.



Fuchsia Bloom

The fearless magenta.



Crimson Velvet

The classic red, reimagined.

THREE WAYS TO WEAR IT

01

THE EVERYDAY

Spiced Cinnamon or Dusty Rosewood. A single light pass with the doe-foot for a soft, lived-in wash — like she's just bitten her lip.

02

THE WORKING WOMAN

Warm Caramel or Bronze Cocoa for office hours. Two layers for full coverage that outlasts coffee, meetings, and the commute home.

03

THE STATEMENT

Fuchsia Bloom or Crimson Velvet. Line the lips first with a precise pencil, then fill with the applicator. The room will look — let it.

HOW SHE WEARS IT

- 1 PREP**
Exfoliate gently, then balm. A smooth canvas wears any shade better.
- 2 LINE**
Optional but powerful: trace the natural lip line with a matching pencil.
- 3 PLACE**
Press the doe-foot into the cupid's bow first, then sweep outward.
- 4 FILL**
Move the applicator from corner to centre — never the reverse.
- 5 BLOT**
Press lips gently into a tissue for the velvet, lived-in finish.
- 6 LAYER**
For full intensity, add a second pass focused only on the centre.

PRO TIPS + TRICKS

Insider knowledge from the GBM Creative Team.

- 01** Layer Cinnamon over Cocoa for a custom warm-brown deeper than either alone.
- 02** A dab of GBM gloss in the centre of the lower lip creates 3D fullness.
- 03** For longer wear, blot with tissue and re-apply only the centre of the lips.
- 04** Fuchsia Bloom + a small touch of Crimson Velvet = a custom raspberry red.
- 05** Always wait 30 seconds between layers — let the formula set into velvet.
- 06** Remove with oil-based cleanser. Cold water alone will not break the pigment.

THE GBM PROMISE

At GBM Beauty, we believe true beauty lies in the smallest details — the saturation of a pigment, the cushion of a comfortable formula, the way a single shade can change the way she carries her shoulders. This lipstick is not just colour. It is six different ways of saying I am here, fully.

TRUE BEAUTY LIES IN THE SMALLEST DETAILS