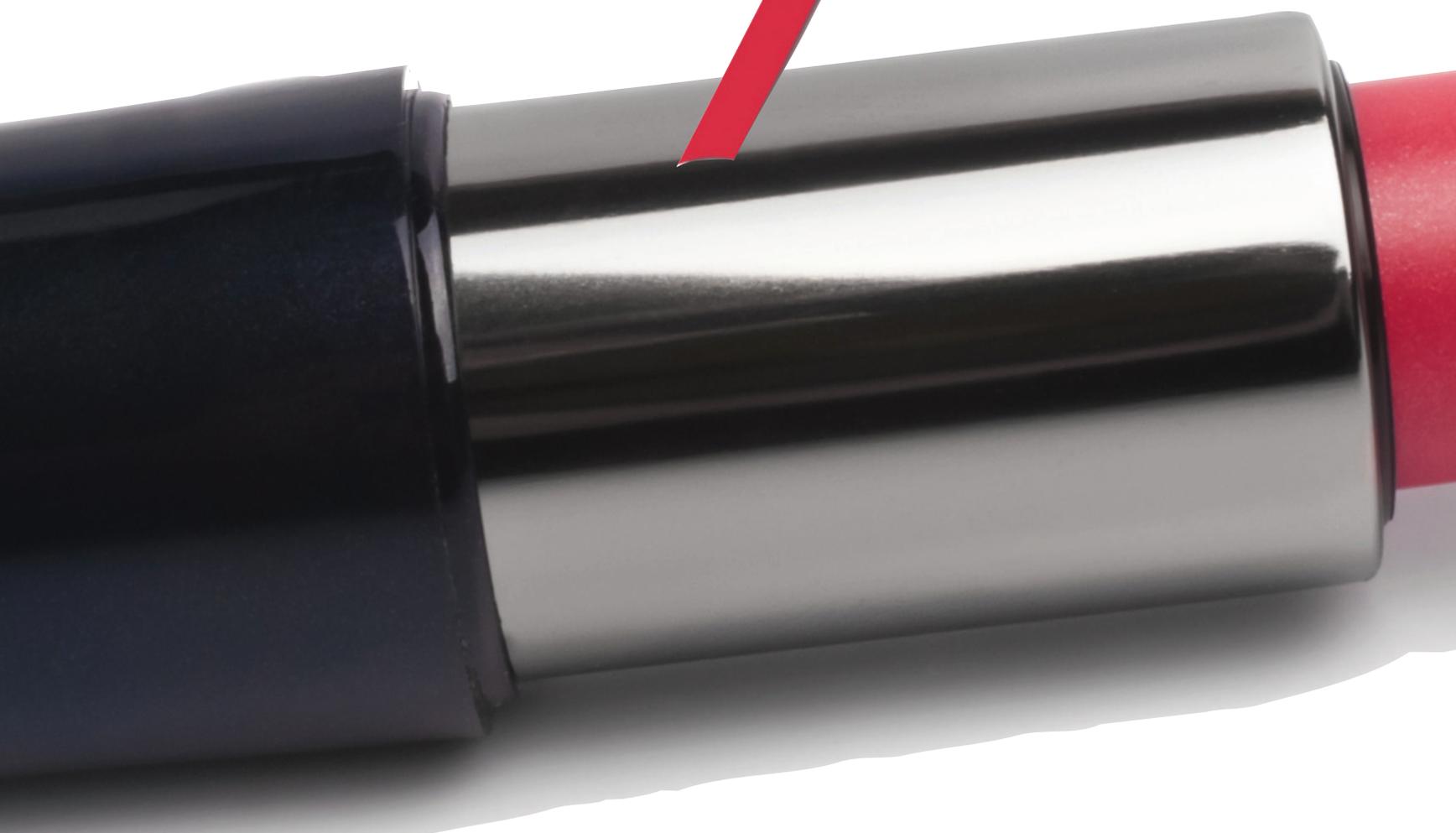


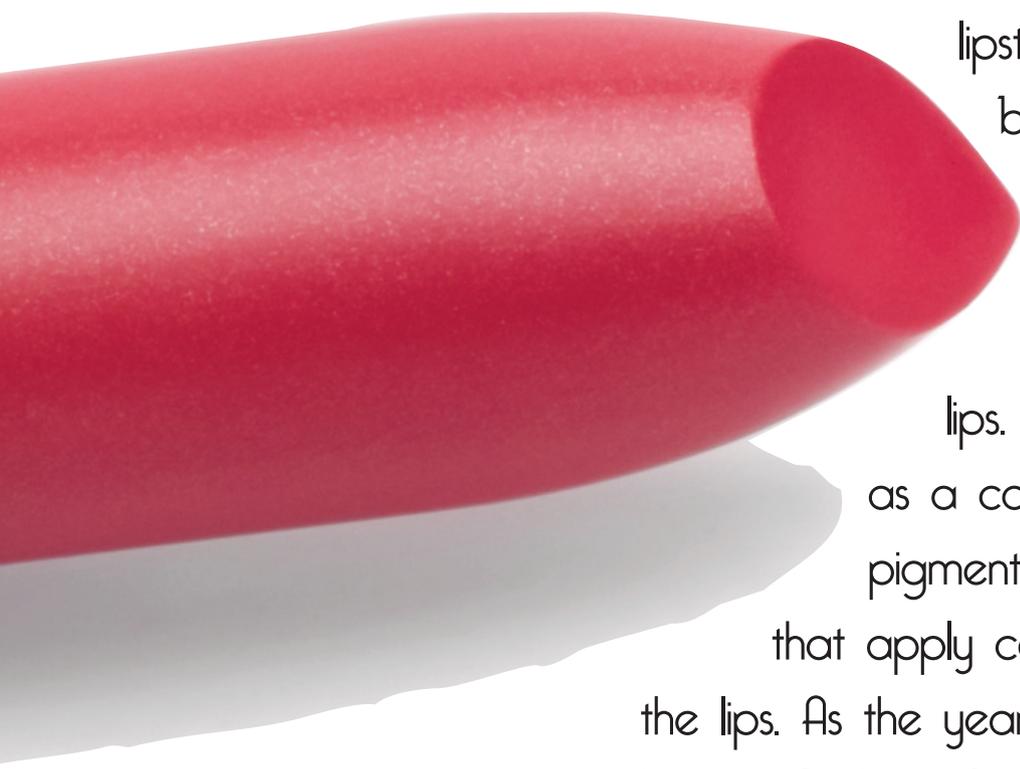
# Finished Product

by Toni Love

*Lipst*



# Lipstick



## According to history,

lipstick was invented and worn by Ancient Mesopotamian women. It is said they crushed gemstones and used them to decorate their lips. Lipstick has been defined as a cosmetic product containing pigments, oils, waxes and emollients that apply color, texture and protection to the lips. As the years passed, it was later noted that an Arab male cosmetologist invented the solid lipstick as we know it today. These were perfumed sticks pressed in special molds.

# Finished Product

During the reign of Queen Elizabeth, bright red colors started to emerge and gain popularity, according to history. Lipstick during this time was mostly worn by upper class women and male actors who needed to wear makeup during performances. These lipsticks were compiled of beeswax and red stains from plants. The application of lipstick varied during this time. People were still experimenting and everyone didn't have the privilege to wear it.

During the 19th century, lipstick was commonly applied with a brush. The solid formation and the tubes did not gain popularity until the 20th and 21st centuries. During these years, dark red had become a very popular color, but during the 20th century color selection was still very limited. The shades of lipsticks being produced were not overwhelming in color selections. Similar to today, people watched celebrities and followed trends.

## Many Shades of Beauty

Two leading ladies in Hollywood, Marilyn Monroe and Elizabeth Taylor, assisted in making sure dark red lipstick become a big hit with women throughout the United States and abroad. These actresses were known for their carefully aligned lips oozing deep red in color, and women all over followed the trend.

In the 80s, mood lipstick became popular. I remember purchasing a green tube of lipstick, applying it and watching it turn a color on my lips. The concept behind mood lipstick was that it changed with skin's pH (Potential Hydrogen). In the 90s earth tones became popular and shades of brown broke into the marketplace. Later during the 21st century, pearl shades became popular. Women started mixing and matching colors, and lighter shades often adorned the inside of the lips while darker shades were used to outline. This trend was popular for some time and often seen by "punk-rockers and valley girls," and like other trends it soon faded.

Today, there is quite a selection of colors to choose from. Lipsticks can be found in bright red, orange, pink, gold, copper and even dark colors such as purple. Lipsticks come as creams, solids and even glosses. The creams are often found on a pallet or as part of a makeup kit, and most are still applied with a brush. Solid lipsticks are often found in a tube and lip colored gloss is usually found in a different kind of tube that contains an applicator brush.

Lipsticks can be glossy in appearance or matte in formulation. Glossy lipsticks give a shiny appearance whereas

matte lipsticks give a more subtle finish. In some situations matte finish gives the illusion of being "barely there" on the lips with no shine. Both are really popular and are used by makeup artists and consumers everywhere.

## Product Specifics

Lipsticks are packaged in plastic or ornate metal dispensers. The sizes are not uniform as different manufactures use different designs. The common tube size is three inches in length and half an inch in diameter. Most come in two parts—a cover and a base—with two components of twisting and sliding for application purposes. The movement of the tubes allows the lipstick to be pushed up for application. Most lipsticks are packaged in bulk, but in some cases they are individually packed.

All lipsticks sold must meet the standards of the Food and Drug Administration. Many of them have some element of fragrance added to give it a delightful smell and they are safe enough to be ingested.

The future of lipstick is very bright and it is sure to be around for a very long time. Lipsticks are inexpensive (some as low as 99 cents a tube) and they are purchased by consumers of all ethnic groups, making it a global item.

There is no accurate recording of lipstick sales today because the market is consistently expanding and the cost, in most cases, remains steady. The designers are becoming more creative with the styles of tubes, keeping the consumers excited and motivated to buy. New shades are being introduced into the marketplace and the formulas are being modified over and over.

## Lipstick of Today

Lipsticks have come a long way since its invention. Today they: are longer lasting, many will not stain clothes, contain primers that enhance wearing longevity, include a lip moisturizer, and may even have a gloss included within the same tube. The market is continually expanding. Celebrities are even being recruited to endorse different brands and even come up with their own lines. For example, Nicki Minaj has a lipstick with MAC Cosmetics entitled "Pink Friday," and last year this particular color was a top seller. Although many companies are using celebrities to endorse products, the cost is staying moderate. The market will continue to be strong and I think it is safe to say that the future of lipstick is as bright as the brightest red tube! **OTC**



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