

## Lipstick IQ:

- What percent of women regularly wear lipstick?
  - a. 92%
  - b. 59%
  - c. 74%
- How many pounds of lipstick does an average women use in her lifetime?
  - a. 1 to 3 lbs
  - b. 4 to 9 lbs.
  - c. 9 or more lbs
- Your lipstick should be:
  - a. a shade lighter than your lip liner.
  - b. a shade darker than your lip liner.
  - c. the same color as your lip liner.
- Lipstick has the highest usage of any cosmetic color product.
  - a. True
  - b. False
- How many tubes of lipstick does the average woman purchase every year?
  - a. 2 tubes
  - b. 3 tubes
  - c. 4 tubes
- Lip liner should be applied with:
  - a. Long, thin strokes.
  - b. Short, feathery strokes.
  - c. Thick lines.

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## Lip Tricks:

- To prevent lipstick from bleeding and feathering, use MK Signature™ Lip Outliner™ Pencil. Apply around the outside of lips to keep color in place.
- For neat, smudge-free lips, it takes a steady hand. Support your elbow on a table or bathroom counter when lining or painting your lips. Use short, feathery strokes when applying lip liner.
- To mute a bold color, use MK Signature™ Creme Lipstick in Sheer Blush. Layer it lightly over any bright shade to tone it down. Or fill in lips with Sheer Blush first to create a matte canvas for color.
- For a fuller-looking lip, apply lipstick to lips, then dot MK Signature™ Lip Gloss in Natural or Cream & Sugar on the center of your lower lip to create a highlight. Blend gently.
- Apply lip liner to entire lip to help make lip color last longer or to intensify color.

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