tips and tricks: How to create the classic lip

1. Before applying any color, give your lips a base coat of lip primer or foundation.

2. Apply a coat of lipstick using your lip brush. Using a lip brush to apply your lipstick provides better control, more uniform color application, and less smudging in the corners or outside of the lip line. Tip: For longer-lasting color, fill in your entire mouth with a soft-edged lip pencil before applying your lipstick over the top. Make sure to choose a pencil and lipstick that correspond in color.

3. Use a tissue to remove excess lipstick and then reapply to build up color and durability.

Optional: When applying gloss over lipstick, do not use the wand in the gloss tube. Instead, dab the gloss on your wrist or hand and then apply over lipstick using a separate lip brush. This will prevent the color in your lipstick from transferring into your gloss tube.