

POPSUGAR.

## Nudestix Is Launching 8 Kiss-Proof Matte Lipsticks Just in Time For Valentine's Day

January 17, 2017 | By Aimee Simeon



The moment I swiped on **Nudestix** Intense Matte Lip Pencil in Royal (\$24), I was an immediate fan. Its potent pigment glided onto my lips like butter and left behind a rich crimson hue. It easily became my favorite power lip shade; and since then, I've used about every Nudestix lip pencil formulated by millennial sisters and co-founders Ally and Taylor Frankel.

Nudestix (which we also dubbed as one of the lines you need to try in 2017) has mastered the art of multiuse makeup, especially in the lipstick department with the majority of the lipsticks also doubling as cheek pencils. Recently, Nudestix took its matte formulas beyond lip-to-cheek sticks with a slew of satin Magnetic Matte Eye Colors available in neutral and bold colors.

This Winter, the brand is launching eight new matte shades as a part of its new Magnetic Matte Lip Color collection (\$24, available now at [Nudestix.com](http://Nudestix.com) and select US retailers February 10), and we have a first look.

The range features variations of mauve, brown, and burgundy shades (à la Kylie Lip Kits but better, IMO). Compared to other matte lipsticks, these waterproof colors won't dry out your lips. Instead, each opaque pencil glides on with a creamy consistency and dries down to a velour finish. Your lip color also won't budge or feather as each Magnetic Matte Lip Color promises "tattoo-wear" for up to nine hours. So if you're planning on taking your makeup from your cubicle to a hot date, you won't have to worry about reapplying. Animal-lovers will also be thrilled to know that the Magnetic Matte collection (and all Nudestix products) are also cruelty-free.

If you're in the market for a new signature matte lip (or just love hoarding lipsticks), then scroll ahead to see the new colors up close and swatched.

# NUDESTIX

Nudestix Magnetic Matte Lip Color in Blossom



Nudestix Magnetic Matte Lip Color in Blossom



Nudestix Magnetic Matte Lip Color in Boho



Nudestix Magnetic Matte Lip Color in Boho



Nudestix Magnetic Matte Lip Color in Burgundy



Nudestix Magnetic Matte Lip Color in Burgundy



# NUDESTIX

Nudestix Magnetic Matte Lip Color in Capri



Nudestix Magnetic Matte Lip Color in Capri



Nudestix Magnetic Matte Lip Color in Greystone



Nudestix Magnetic Matte Lip Color in Greystone



Nudestix Magnetic Matte Lip Color in Rose



Nudestix Magnetic Matte Lip Color in Rose



# NUDESTIX

Nudestix Magnetic Matte Lip Color in Saint



Nudestix Magnetic Matte Lip Color in Saint



Nudestix Magnetic Matte Lip Color in Vino



Nudestix Magnetic Matte Lip Color in Vino



[http://www.popsugar.com/beauty/Nudestix-Magnetic-Matte-Lip-Color-Pencils-2017-42991692?stream\\_view=1#photo-42991739](http://www.popsugar.com/beauty/Nudestix-Magnetic-Matte-Lip-Color-Pencils-2017-42991692?stream_view=1#photo-42991739)