

Long-Wear Matte Lipstick

Category: Colour Cosmetics – Lip Makeup



Make a bold statement with our Long-Wear Matte Lipstick — intense pigment, smooth glide, and all-day comfort without dryness. A must-have for brands targeting the modern, confident consumer who wants performance and style in one swipe.

We offer full customisation of shades, finishes, formulation, and packaging to match your brand vision. Whether you want a high-fashion matte look or a soft-blur velvet finish, our OEM service delivers premium results tailored to your market.

3. Key Features

- Highly pigmented with vibrant, fade-resistant colour
- Comfortable matte formula that doesn't crack or flake
- Smooth, even application with a lightweight feel
- Available in customisable shades, scents, and finishes
- Vegan, cruelty-free & halal-compliant options
- Long-lasting wear (up to 8–12 hours)

4. Technical & OEM Specifications

Specification	Details
Texture	Soft matte, creamy matte, or velvet matte
Finish	True matte, Soft matte, Powdery velvet
Customisation	Shade, finish, formula, fragrance, and packaging design
MOQ	300 units (depending on packaging type)
Shelf Life	24–36 months (unopened)
Packaging	Standard bullet matte case, slim tube, luxury magnetic closure
Lead Time	45–60 days after sample approval

5. Formulation Options

- Ultra-Matte – Bold colour payoff with no shine
- Comfort Matte – Matte look with hydrating agents
- Velvet Matte – Soft-focus finish for a blurred effect
- Matte + Collagen – Matte colour with lip-plumping benefits
- Halal & Vegan Formulas – Ethical & compliant ingredients

6. Packaging Options

- Matte Finish Bullet Tube – Sleek and modern look
- Magnetic Closure Case – Premium experience
- Slim Matte Tube – Minimalist and portable
- Custom Logo & Colour Printing – Fully branded design
- Special Edition – Limited colours with unique packaging designs

7. Shade Range Ideas

- **Classic Reds** – True Red, Brick Red, Blue-Toned Red
- **Neutral Nudes** – Beige, Mocha, Warm Peach
- **Romantic Pinks** – Dusty Rose, Soft Coral, Bubblegum Pink
- **Statement Shades** – Deep Plum, Chocolate Brown, Burgundy
- **Trendy Hues** – Terracotta, Burnt Orange, Berry Mauve

8. How OEM Works for Lip Matte

1. **Brand Consultation** – Define your target audience and market style.
2. **Formula Selection** – Pick from our ready-made matte formulas or request custom.
3. **Shade Development** – Select from our colour chart or create unique shades.
4. **Packaging Customisation** – Choose material, shape, and finish for your lipstick tube.
5. **Sample Creation** – Receive and review product prototypes.
6. **Approval & Production** – Begin manufacturing after sample confirmation.
7. **Quality Check** – Rigorous testing for colour consistency, performance, and safety.
8. **Delivery** – Ready-to-sell products are shipped to your destination.