

Lip Matte – Long-Wear Liquid Lip Colour

Category: Colour Cosmetics – Lip Makeup



Achieve bold, transfer-proof colour with our Lip Matte — a weightless, high-pigment formula that delivers a smooth, soft matte finish without drying the lips. Perfect for brands that want a modern, fashion-forward product with all-day wear.

We provide full OEM customisation including formula, texture, shade range, scent, and packaging. From ultra-matte to soft-blur finishes, we create products tailored to your brand identity and market needs.

3. Key Features

- Intense colour payoff with a single swipe
- Long-lasting & transfer-resistant (up to 12 hours)
- Lightweight texture for comfortable wear
- Non-drying formula with nourishing actives
- Customisable shades, finishes, and fragrances
- Vegan, cruelty-free & halal-compliant options

4. Technical & OEM Specifications

Specification	Details
Texture	Creamy liquid-to-matte or mousse matte
Finish	Ultra-matte, Soft matte, or Velvet matte
Customisation	Formula, shade, scent, finish, and packaging
MOQ	300 units (depending on packaging type)
Shelf Life	24–36 months (unopened)
Packaging	Doe-foot applicator tube, slim tube, frosted bottle
Lead Time	45–60 days after sample approval

5. Formulation Options

- Ultra-Matte – High-impact, full coverage
- Soft Matte – Matte look with a softer feel
- Velvet Matte – Blurred, smooth-focus finish
- Matte + Collagen – Plumping, anti-ageing benefits
- Halal & Vegan Formulas – Ethical & compliant options

6. Packaging Options

- **Classic Tube with Doe-Foot Applicator** – Most popular style
- **Slim Tube** – Elegant and portable
- **Frosted Tube** – Modern, high-end aesthetic
- **Metallic Cap & Branding** – Luxury appeal
- **Custom Logo Printing & Labeling** – Fully brandable

7. Shade Range Ideas

- **Everyday Nudes** – Beige, Warm Mocha, Blush Pink
- **Bold Reds** – True Red, Brick, Blue-Red
- **Trendy Tones** – Terracotta, Burnt Orange, Berry Mauve
- **Deep Drama** – Plum, Burgundy, Chocolate Brown
- **Limited Seasonal Shades** – Pastels, Metallic Mattes, Holiday Reds

8. How OEM Works for Lip Matte

1. **Brand Consultation** – Define your product goals and target audience.
2. **Formula Development** – Select from existing bases or create new textures.
3. **Shade Creation** – Choose from our colour library or request custom shades.
4. **Packaging Design** – Customise tube, applicator, and cap style.
5. **Sample Approval** – Test and confirm product performance.
6. **Mass Production** – Begin manufacturing once approved.
7. **Quality Assurance** – Check colour consistency, texture, and safety.
8. **Delivery** – Final products shipped ready for market launch.