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Multimedia Content Creation II
Midterm - Kosas Lipstick Advertisements

University of Southern California

BLOG POST:



How To Hydrate Your Post-Mask Lips

Hydrate, Plump and Soothe Your Post-Mask Lips with Kosas' Clean Wet Lip Oil Gloss

OCTOBER 14, 2022

Tired of having dry, chapped lips from the face-mask era? We can help!

The COVID-19 pandemic has undoubtedly been difficult. However, it is now headed in a hopeful direction that includes the retraction of mask mandates. Lucky for you, we would not forget about your lips hiding behind your mask! For this post-mask era, we produced a lip product that will elevate your lips' healthy color and plump... It's time for your lips to shine!

Benefits & Ingredients

The Kosas Wet Lip Oil Gloss doubles as a lip treatment that hydrates, plumps and protects your lips. It includes hydrating active ingredients like hyaluronic acid, shea butter and avocado oil, plumping ingredients like peptides and protecting ingredients like evening primrose oil and konjac root. The results are juicy plumped lips that look like they have never been masked. Did we also mention there is no stinging and sticking?

Our high-performing formulas are perfect for any skin type, including sensitive skin.

Colors

Express yourself in varying colors! The eight colors includes clear, neutrals, pinks and red that can fit any occasion:

- Jellyfish: Glossy Clear
- Unbuttoned: Soft Warm Blush
- Unhooked: Creamy Rose Beige
- Unzipped: Milky Pink Champagne
- Dip: Bikini Nude
- Malibu: Surfy Pink
- Fruitjuice: Splashy Magenta
- Jaws: Hot Blood Red

Clean Promise

We use clean, nourishing ingredients that benefit your skin and provide major pigments. Our products last all day and allow you to be your best real self with a little boost.

Where To Purchase

Purchase the Kosas Wet Lip Oil Glosses on our website at www.kosas.com, Sephora online and in-stores, Nordstrom online and in selected stores, Revolve online, and Credo Beauty online.

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Billboard and Bus Stop Ad Concepts:



approximately 14'h x 48'w



Class project –
Not Affiliated
with Kosas

approximately 67”h x 46”w

Instagram:



Caption:

Elevate your lips' healthy color and plump... It's time for your lips to shine! 💋 ✨



Caption:

Want to move past your dry face-mask lip era? We have a solution! 🙌 Kosas Wet Lip Oil 😊

Class project –
Not Affiliated
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Caption:

Don't neglect your lips... introducing, Kosas Wet Lip Oil 🍷💧



Caption:

Quench your lips with our Wet Lip Oil 💧 Available on our website or Sephora online & in-stores.