

SWEDISH JEALOUSY

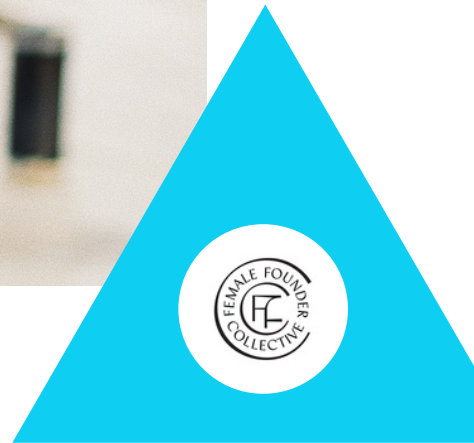
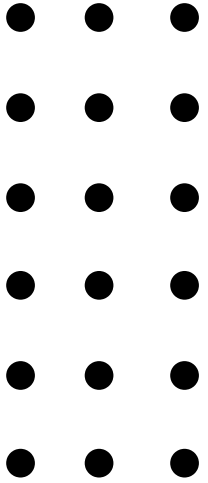
1ST ISSUE

SPRING

APRIL

2020

WEEK & WEEKEND
LIPSTICK
STYLE GUIDE





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Jaime & Mika

FOUNDERS & BFF'S

What happens when two Mompreneurs become best friends? They create a phenomenal new lipstick brand, of course! Jaime and Mika met at a fashion show and instantly bonded over their love of friendship, family and rosé; naturally. They had both worked retail in their past and noticed a surprising lack of diversity.

ABOUT

Swedish born Mika is tall, thin and naturally blonde while Jaime is of mixed ethnicity, bold and changes her hair color with her mood. They asked themselves over shared clothes and shared glasses of Rosé, what about makeup? Was there a one shade fits all that would highlight the rosy pink of Mika's cheeks and bring out Jaime's natural glow?



CONT.

Best friends deserve to share a single tube in a pinch and so they got to work on the perfect formula. Living on opposite sides of the world now, this lipstick is more than just makeup. It is the story of the enduring friendship between two women and is made for all people who can relate to the power of friendship. Buy the set and grab one for your bestie because this story is far from over!

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Swedish Jealousy was born from the need to have makeup for all skin tones. Founded by two Mompreneurs of different ethnic backgrounds. The women sought out to bridge the gap usually found in makeup when they realized they couldn't share a tube of lipstick.

After testing dozens of Lipstick formulas, they found two perfect shades that looked good on both of them. They formed the idea of creating products that are good for you and good to you at the forefront.

Cruelty-Free, Paraben Free and Gluten Free!

What sets the brand apart is the diversity and inclusiveness at its heart!

***Key Benefit Ingredient~ Castor Seed Oil: enhances smoothness and softness when applied to the skin. Helps promote the restoration of skin.**

WEEK is the nude you can wear everyday and everywhere. The perfect "My Lips But Better" color on everyone, tested and guaranteed. The formula glides on smooth, no lip liner or lip balm needed. Extremely hydrating (because of its natural ingredients), the lipstick dries down matte without flaking or the crunchiness.

WEEKEND, with the same trusted formulation, can take you from desk to dinner, or anywhere in between. A vivacious coral red that won't wash out fair complexions and absolutely pops on darker skin tones, this wide ranging shade will be your new purse staple.

SPRING IS HERE!

CHECK OUT THESE FASHION LOOKS TO COMPLIMENT YOUR WEEK & WEEKEND

THIS WEEK'S ESSENTIAL STYLE UPDATE

