



POWERMATTE LIPSTICK SHADE EXTENSION

YOUR NEXT POWER MOVE

Turn up the intensity. Turn on your power. Discover the high-intensity matte sensation, now in six new shades. In just one swipe it glides on bold color that lasts for 10 hours and sets to a smooth, matte finish. Power Pigment Complex—a dynamic blend of pure pigments and color-locking ingredients—saturates lips with dense color that glides effortlessly and wears comfortably all day. Choose your power move from a lineup of provocative pinks, dynamic nudes, rebellious reds, and more. Transfer-resistant. Zero weight. All-out comfort.

TECHNOLOGY:

- Power Pigment Complex: A dynamic blend of pure pigments suspended in rich, emollient oils and color-locking ingredients, it saturates lips with dense color that glides on effortlessly and wears comfortably.

CLAIMS:

- 10-hour staying power.
- One swipe. Potent payoff.
- All-day comfort. All-out confidence.
- Rebelliously transfer-resistant color.
- High intensity. High performance.
- Daringly dynamic cream-to-matte texture.
- Fearless formula. Featherweight feel.

SHADES:



MODERN LOVE 103 (Warm Beige) **NEW** **START ME UP 116** (Warm Pink Brown) **NEW** **GET LUCKY 136** (Soft Burgundy) **NEW** **ROCKET QUEEN 137** (Orange Sanguine) **NEW** **BE MY GIRL 117** (Soft Burgundy) **NEW** **NO SATISFACTION 105** (Deep Auburn Brown) **NEW**



NIGHT MOVES 151 (Deep Plum) **THUNDER KISS 115** (Soft Mauve) **TEASE ME 111** (Rose Pink) **KILLER QUEEN 102** (Rose Brown) **SWEET DISPOSITION 100** (Pink Beige) **NO ANGEL 101** (Soft Brown Pink) **FREE BIRD 121** (Peachy Coral) **INDISCREET 120** (Coral Pink)



FEEL MY FIRE 130 (Hot Coral) **NOTORIOUS 131** (Red Orange) **DRAGON GIRL 132** (Vivid Siren Red) **TOO HOT TO HOLD 133** (Maple Red) **MOGADOR 135** (Brick Red) **AMERICAN WOMAN 112** (Dusty Rose) **HIGHWAY TO HELL 150** (Rich Berry)

AVAILABILITY: 6 NEW SHADES PREVIEW LAUNCH @ PAVILION CENTER COURT ON 18TH – 24TH SEP | PRICE: RM153 | NARS PR CONTACT: [EVEN.LIM@SHISEIDO.COM.MY](mailto:even.lim@shiseido.com.my)