



Hues Anyone Can Use

1. Trish McEvoy Veil Lip Color, in Darling Plum, \$30, trishmcevoy.com.

2. Maybelline Color Sensational Cream Finish Lipstick, in Blissful Berry, \$6, target.com.

3. Charlotte Tilbury Pillow Talk Lipstick, in Original, \$34, charlottetilbury.com.

4. Revlon Super Lustrous Lipstick, in Cherries in the Snow, \$8, walgreens.com.

5. Dior Rouge Dior, in #999 Satin, \$38, dior.com.

6. Bobbi Brown Crushed Lip Color, in Angel, \$29, bobbibrowncosmetics.com.

7. Becca Ultimate Lipstick Love, in Bare (similar to shown), \$24, revolve.com.

| BEAUTY SCHOOL |

SMILE STARTERS

A stroke of pretty lip color is instantly uplifting—and now finding your shade is a joy, too. We asked makeup artists for picks that truly flatter everyone, plus tips on how to apply them to chic, lasting effect. Ready for a boost? Swipe right.

TEXT BY CLAIRE SULLIVAN

It's hard to part with a beloved lipstick, but they do expire. Look for an opened-jar icon on the packaging or the bottom of the tube, and note the number inside (it's usually around 12): That's how many months it'll stay fresh after the first twist.



Start Smooth

Always make sure your lips are well moisturized. Any emollient balm is fine, but for quick absorption, New York City makeup artist Jamie Dorman likes vitamin E-enriched **Lys Beauty Speak Love Glossy Lip Treatment Oil** (\$12, lysbeauty.com). Blot off any excess with a tissue to prevent the color from smearing when you apply it. If your lips are rough or really dry, simply rub them with a damp washcloth or a mild exfoliator; **Hanalei Sugar Lip Scrub** sloughs with dissolvable sugars (\$25, hanaleicompany.com).



Find a New Favorite










These makeup-artist picks share an important quality: They all have cool undertones, which look great on every complexion *and* create the illusion of whiter teeth. Choose the color family that catches your eye, then select a level of coverage you're comfortable with—from sheer, subtle glosses to dramatic colors and stains.

GO NUDE

The right nude looks natural yet polished—like you, with a little oomph. The trick is to hold bullets close to your smile in a mirror to find a seamless match to your lip color, says Nashville, Tennessee, makeup artist Claire Balest. If you have fair skin, try **Burt's Bees Glossy Lipstick, in Peony Dew** (far right; \$9, burtsbees.com). **Bobbi Brown Crushed Lip Color, in Angel**, enhances medium tones (\$29, bobbibrowncosmetics.com). And **Charlotte Tilbury Matte Revolution Lipstick, in Pillow Talk Medium**, works well on deep complexions (\$34, charlottetilbury.com). For just subtle shine and warmth on any skin tone, consider **L'Oréal Infallible Pro Gloss Plump, in Lucid Glow** (far left; \$10, walgreens.com); and **Minori Lip Gloss, in Cozy** (\$22, minoribeauty.com).

Make It Last

Sheer shades fade evenly and are easy to reapply, but giving solid colors staying power (and preventing patchiness over time) call for a bit of strategy. Use clean fingertips to press bold hues onto your lips for a stained effect, says Balest. Or make it matte with a light dusting of translucent powder on top, suggests Dorman. To amp up color at the first sign of fading, swipe on a hydrating balm.

	Pinks	Reds	Berries
Sheer	 <p>Chantecaille Brilliant Gloss, in Love, has tiny gold flecks that create subtle shimmer. \$38, chantecaille.com.</p>	 <p>Your gateway to more dramatic reds: Tower 28 ShineOn Lip Jelly Gloss, in Spicy. \$14, tower28beauty.com.</p>	 <p>Kari Gran Lip Whip, in Jeannie, deepens your natural lip color as it nourishes. \$24, karigran.com.</p>
Medium	 <p>The lighter-than-it-looks pink of Clé de Peau Radiant Liquid Rouge Shine, in Sugar Jelly, stays put. \$50, cledepeaubeaute.com.</p>	 <p>Honest Beauty Tinted Lip Balm, in Blood Orange, builds up beautifully as you reapply it. \$9, honest.com.</p>	 <p>One coat of Nars Velvet Matte Lip Pencil, in Never Say Never, imparts a gorgeous orchid tint. \$27, narscosmetics.com.</p>
Full	 <p>Yves Saint Laurent Vinyl Cream, in Explicit Pink, is a hot magenta with hydrating ceramides. \$36, yslbeautyus.com.</p>	 <p>Dior Rouge Dior, in #999 Satin: that French-girl shade that looks effortless with a white tee or a dressy blouse. \$38, dior.com.</p>	 <p>The rosy undertones of Trish McEvoy Veil Lip Color, in Darling Plum, take the edge off the intense pigments. \$30, trishmcevoy.com.</p>