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Lipstick

Enter Hourglass' GIRL Lip Stylo: the lipstick collection that encourages female empowerment

The 20 shades are STUNNING and have an ace message behind them



By Rebecca Fearn
Beauty Writer with more perfumes and lipsticks than sense. Travel-obsessive and US political enthusiast.

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There's nothing we love more than a new lipstick collection - especially when it's one that's acting as a force for good and positivity.



The Hourglass GIRL Lip Stylo crayons are buttery soft, super pigmented and come in a range of the most stunning shades. Our favourites are Lover, a fiery orange-toned red and Creator, a perfect pinky nude.

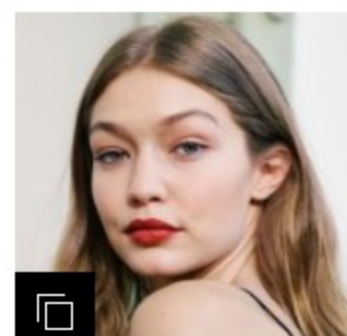


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But while the lipsticks themselves are impressive, the message behind them is even cooler. Hourglass is encouraging social media users to share a picture of themselves rocking one of the shades alongside the hashtag #GIRLFORGOOD. The idea is to empower and celebrate one another through photos rather than compete with each other.

It's super easy to do - you can go over to girlforgood.com to generate your social image by picking the shade you think most suits you in shade and in its underlying message before sharing with the above hashtag.

With lipstick shade names such as 'Activist', 'Dreamer' and 'Innovator', this campaign is so much more than just lipstick. It's about confidence, inspiring each other and spreading positivity.

The only problem we had was picking just *one* colour from the collection...

Each lip crayon costs £26 and can be bought from [Space NK](http://SpaceNK).

Lipstick Makeup Beauty

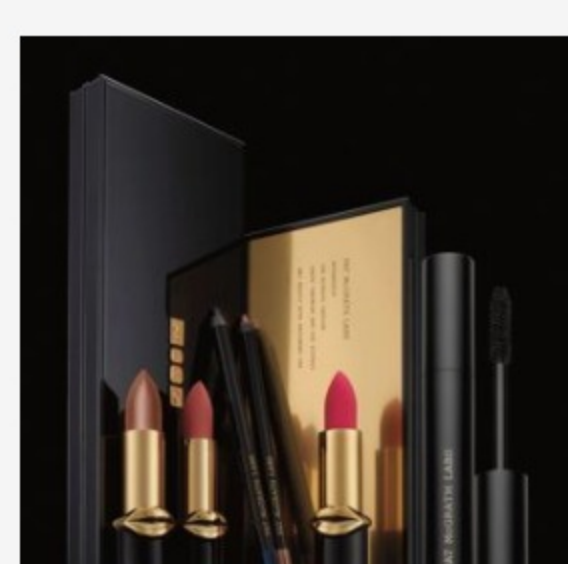
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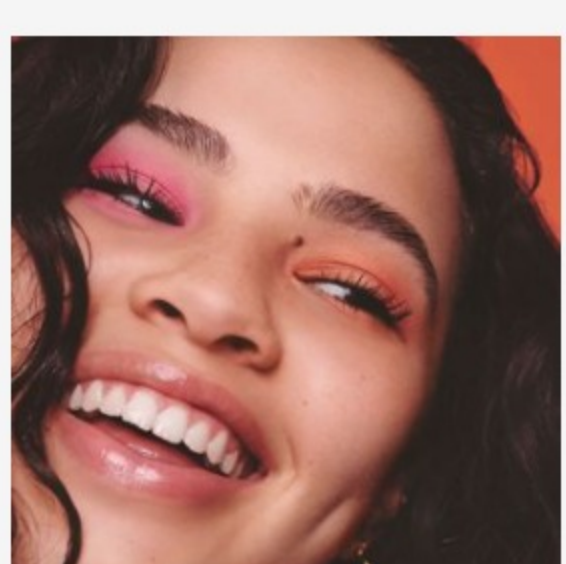
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