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Insiders'

GUIDE

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HOW TO WEAR RED LIPSTICK

An Interview With Poppy King
King is the creator and CEO of Lipstick Queen lipsticks. She first borrowed her mother's red lipstick when she was seven years old.

Women are always shocked by how easy it is to wear bright lipstick—as long as you know how to apply it, it can be less maintenance than gloss.

- **Find your perfect red.** When it comes to red lipstick, there's no science to choosing a shade. Try both blue-based and orange-based reds. If a shade works well, your whole face will come alive. If it doesn't, you will look as though the color has been drained out of you.

- **Richer is better.**

The prettiest reds are opaque, but not overly matte, with a slight sheen. Long-wearing formulas

tend to be sticky and heavy. Instead, look for one that goes on dark, not sheer. The more pigment it has, the less often it will need to be reapplied.

- **Be prepared.** Before you put on red lipstick, use a toothbrush to gently exfoliate your lips. Then dab on a touch of lip balm; just make sure it's not too slick or glossy. Use a liner in the exact same shade as the lipstick to lightly trace the shape of your lips. If you can't find an exact match, go a tad lighter, but never, ever darker.

- **Slick it on.** Put the lipstick on directly from the tube (if you use a brush, it

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will be too sheer). Start at the center of your mouth and move outward. Blot once with a tissue, let it settle for a moment, then apply another layer.

- **Make it modern.** To look fresh, red lipstick should be as effortless as ChapStick. Skin should be dewy, and you should wear only mascara,

a hint of eyeliner, and rosy blush.

- **Keep it casual.** The less formal your clothes, the better red lipstick looks. The one time it doesn't work is at a wedding. Weddings are about romance, and red lipstick is just too sexy and femme fatale. But with a white tank and jeans? That's another story.