

PICKING YOUR COLOR

Remember that rule about having to choose a "warm" or "cool" lipstick to match your skin tone? Ignore it. "With bold colors, go with your gut," says New York City and Los Angeles makeup artist April Greaves. "If you feel good in it, you can wear it." Here, a rundown of our favorite hues.

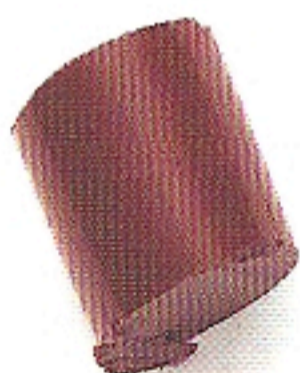
Plums & Berries



DRAMATIC MATTE
Three Custom Color Lipstick in Cool Plum, \$19, threecustom.com



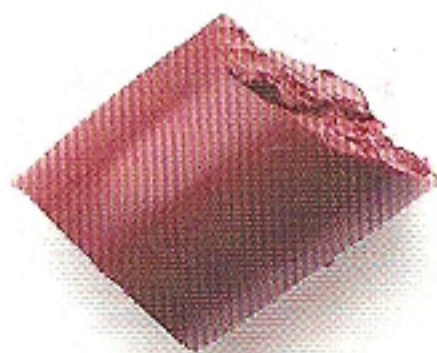
SHEER GRAPE
Benefit Silky Finish Lipstick in Ms. Behavin, \$16, benefitcosmetics.com



SOPHISTICATED STAIN
Bobbi Brown Lip Color in Wine, \$21, bobbibrown.com



DEEP VIOLET
Yves Saint Laurent Rouge Pure Shine Lipstick in #23, \$28, nordstrom.com



UNIVERSALLY FLATTERING WINE
Laura Mercier Lip Colour Stickgloss in Cranberry, \$20, lauramercier.com

Classic Reds



BIG BURGUNDY
Lipstick Queen Lipstick in Wine Sinner, \$18, lipstickqueen.com for stores



AUDREY HEPBURN MATTE RED
M.A.C Mattene Lipstick in Seriously Rich, \$15, maccosmetics.com



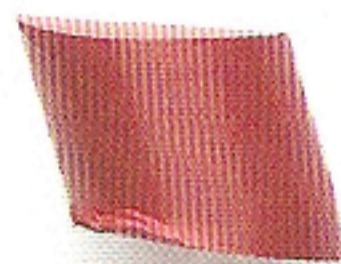
STRIKING SCARLET
Revlon Super Lustrous Crème Lipstick in Cherries in the Snow, \$8, drugstores



FIRE-ENGINE CRIMSON
Estée Lauder Signature Lipstick in Rich Red, \$20, esteelauder.com



LUXE, WARM GARNET
Chanel Rouge Allure Lipstick in Dazzling, \$30, chanel.com



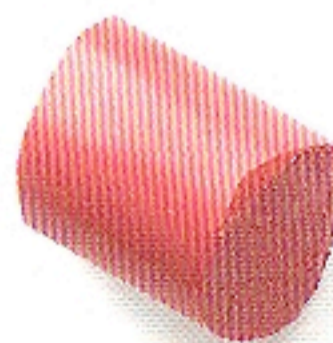
TRUE MAGENTA
Maybelline Moisture Extreme Lipcolor in Crushed Cranberry, \$7, drugstores



BRAZEN PINK
Christian Dior Rouge Dior Lipstick in Fuchsia Star, \$26, dior.com for stores



VIBRANT WATERMELON
American Beauty Enduring Beauty Longwear Lipcolor in Ultimate Pink, \$13, kohls.com



BALLET-SLIPPER PINK
Giorgio Armani ArmaniSilk Lipstick in #26, \$25, giorgioarmanibeauty.com



FRESH TAKE ON CORAL
Make Up For Ever Lipstick in #403, \$18, sephora.com