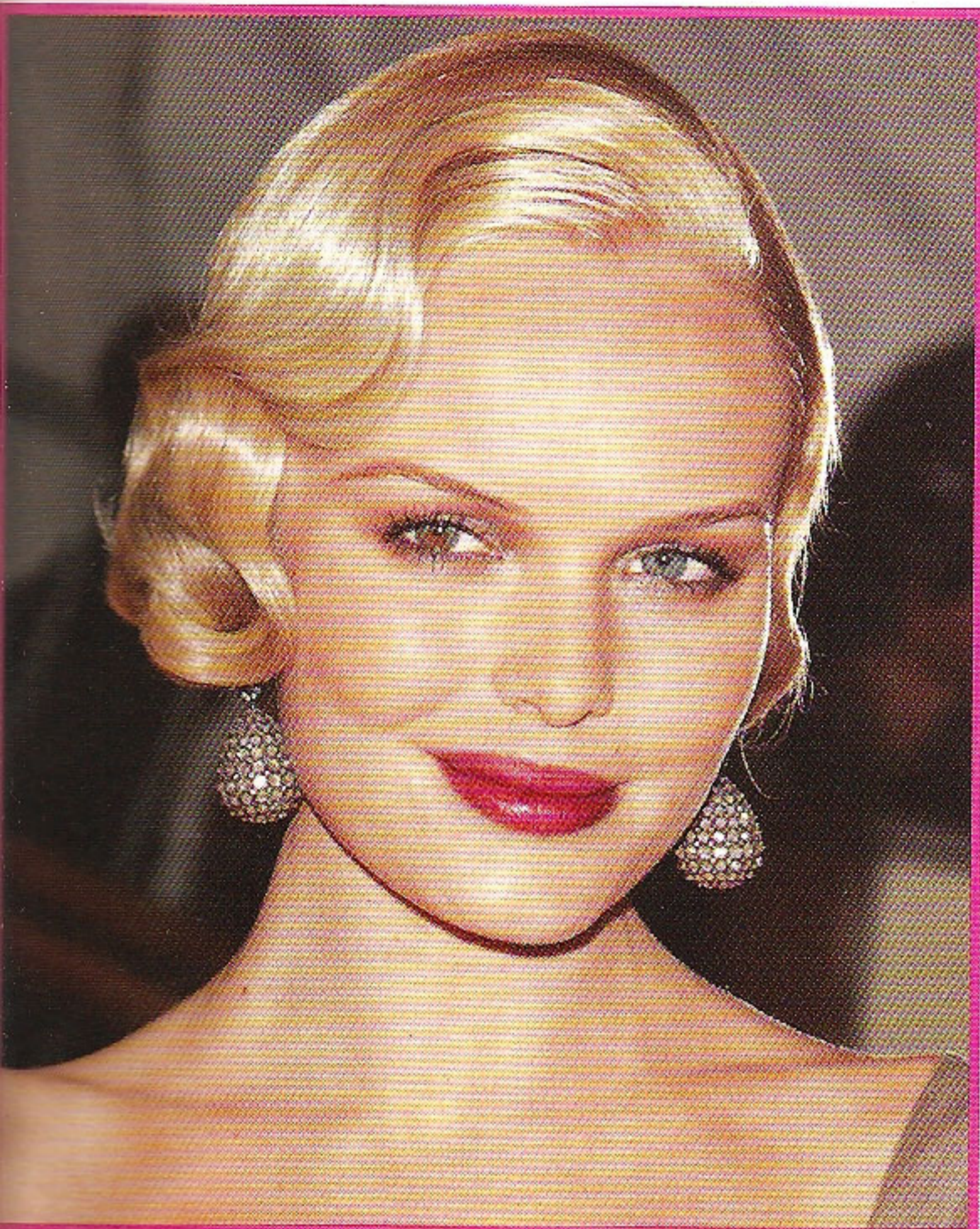


Scarlet fever

This season, the crimson pout is back on the beauty radar



Kate Bosworth



Winona Ryder

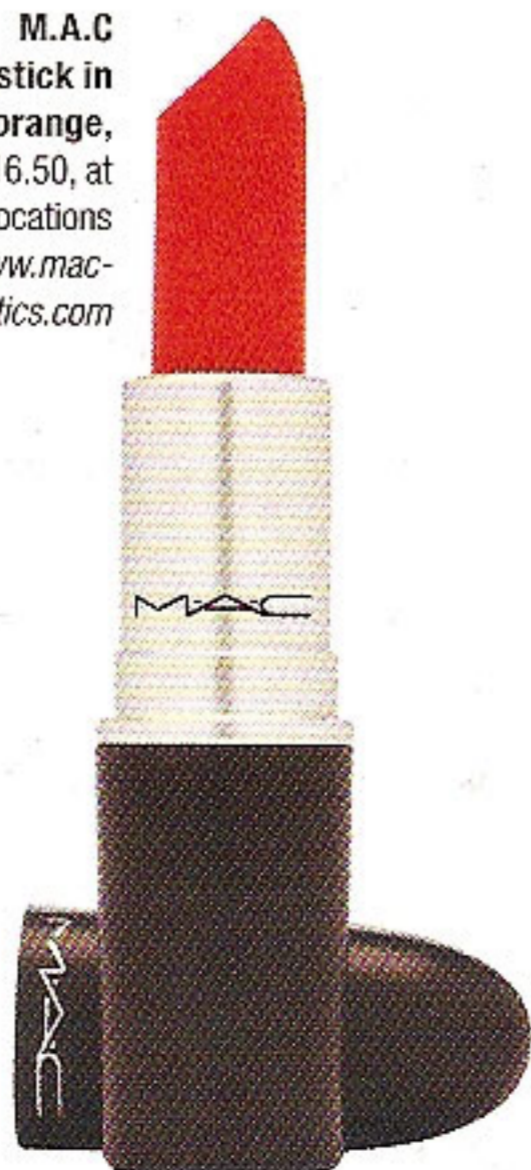
Stain



Stila Lip Rouge,
\$27, Holt Renfrew,
www.stilacosmetics.com

Glossy

M.A.C
Lipstick in
Morange,
\$16.50, at
M.A.C locations
and www.mac-cosmetics.com



Red lips, whether applied in full force or demurely stained, have long been associated with sultry, seductive women, from iconic Marilyn Monroe to modern-day starlets Christina Aguilera and Scarlett Johansson. Here, we've enlisted Australian-born, New York-based lipstick aficionado Poppy King to teach us how to achieve the perfect red lip. Having launched her own hugely successful lipstick brand in 1992 at just 18, she has remained loyal to her tubes of red because of their transforming qualities. Today, her range of lipsticks, aptly named Lipstick Queen by Poppy, come in screen-siren-worthy shades. "I am obsessed with the whole ritual of painting the lips," King admits. "Something about putting lipstick on makes me feel utterly female, glamorous and connected to every other female." To avoid channelling the '80s, keep red lips simple – this means no glitter, shimmer or gloss. Flat reds, either stained or heavily opaque and reminiscent of the '40s, are spot on today's trend. So get ready to pucker up with this guide to going red.

The rules

"Backing off on all the other makeup will immediately stop red lipstick from looking '80s," says King. She instructs us to ignore the '80s requisite rule to pile on eye makeup to "balance your lips out." Instead, wear minimal eye makeup to maintain a young, fresh look." As for blush, stick to using it on the apples of the cheek, instead of contouring your face, which can make red lipstick look too harsh. "Choose any [shade of red] that makes you look like you've just come in from a great country walk – you want it to look like a healthy glow," King says.