



What Lipsticks Will Be in Fashion in the Summer of 2025?

Infocard + quick checklist: trending shades & finishes, smart formulas, wear tests

Key Shades — Summer 2025

- Modern reds — balanced blue-red and tomato for day-to-night.
- Watermelon & coral — fresh, face-brightening pops.
- Tea-rose & blush nudes — soft, wearable for office and casual.
- Berry sorbet — sheer raspberry/cranberry stains for heat-proof colour.

Finishes & Formulas

- Soft-matte (comfort matte) — blur effect without dryness.
- Satin creams — polished, camera-friendly, forgiving on texture.
- Vinyl shine — high-impact gloss that sets; pair with clean liner.
- Lip oils & balm-tints — sheer wash with skincare actives (squalane, peptides).

Prep — Mini Checklist

- ☐ Exfoliate & balm 10-15 min before colour.
- ☐ Blot balm fully; edges clean and dry.
- ☐ Optional: clear liner to prevent bleeding.

Pairing Tips

- Keep base fresh/light with bright lip; avoid heavy powdering.
- Balance warm corals with peach blush; blue-reds with cool-rose.
- Match lip depth with liner; overline subtly only at the peaks.

Wear Tests (quick checks)

- ☐ Coffee cup test — transfer & ring marks?
- ☐ Mask/napkin test — does it bleed at edges?
- ☐ Photo test — daylight + phone flash for tone and teeth contrast.



Undertone Map (pick your lane)

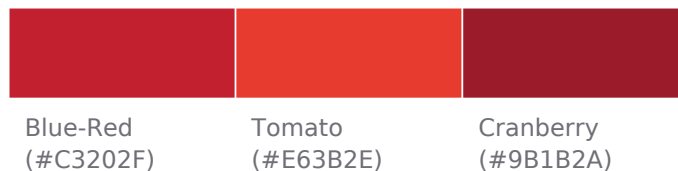
Undertone	Safe Nudes	Bright Picks	Night Out
Cool	rose-beige, mauve	blue-red, raspberry	cranberry, wine
Warm	peach-beige, caramel	coral, tomato	brick red, terracotta
Neutral	pink-taupe, beige-rose	watermelon, soft red	classic red, plum-rose

Application Tips

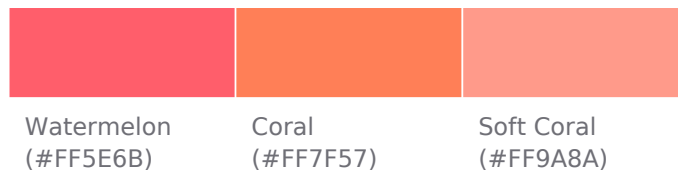
- Outline with matching liner; fill in lightly for longevity.
- Tap colour with finger for a stained effect on hot days.
- Centre-gloss trick: a dot of clear gloss adds dimension.

Trend Swatches (visual guide)

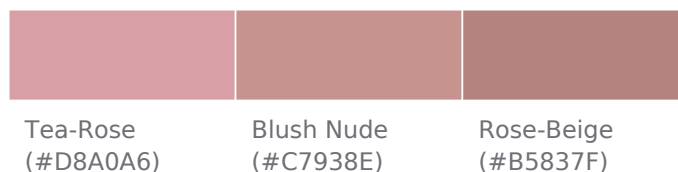
Modern Reds



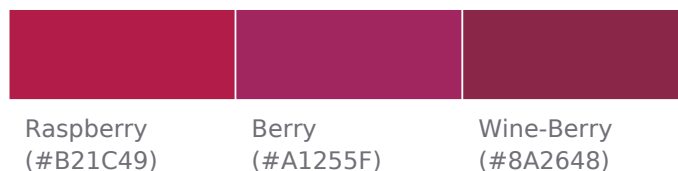
Watermelon / Coral



Tea-Rose / Blush Nudes



Berry Sorbet



Scan the QR to open the article with examples and shade pairings.