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Friday, July, 06, 2018 11:42:34 AM



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# Nykaa Matte to Last lipsticks celebrate Indian cities and women

*This edition is a range of reds, pinks, and nudes, varying in intensity and colour with each shade has a swatch above every slot.*



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018 12:34 PM | Last Updated: 04th July 2018 02:17 PM



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Each shade is inspired by Chennai, Mumbai, Surat, New Delhi, Amritsar, Kolkata, Hyderabad, Jaipur, Bengaluru and Guwahati, respectively. (By special arrangement)

**By Anushree Madhavan**

**Express News Service**

Ten shades representing 10 Indian cities. Nykaa's Matte to Last Liquid Lipsticks are every make-up junkie's drool possessions. Every shade evokes a sense of belongingness to a part of India. How, you ask?

Each one of these lip love — Madras Kapi, Bombae, Khoob-Surat, Dilli, Kudi, Mishti, Begum, Maharani, IT Girl and Guwa-hottie — inspired by Chennai, Mumbai, Surat, New Delhi, Amritsar, Kolkata, Hyderabad, Jaipur, Bengaluru and Guwahati, respectively.

This edition is a range of reds, pinks, and nudes, varying in intensity and colour. Each shade has a swatch above every slot. The lipstick box adorns design or print that symbolises the city. Priced at Rs 550 each, the lipsticks come in a compact packaging. Nykaa gets a big thumbs up for ensuring all the shades are paraben free and cruelty-free.

First, we tried the IT Girl. The shade on the card looks like a purple-pink but when applied, (on dusky skin) it is a pleasant hue of pink. Often, women with dusky skin tone refrain from wearing pinks but we're sure this one will break your mindblock.

The Begum shade is quite similar to IT Girl, only with a darker pigmentation though. The other pinks in the collection are Khoob-surat and Kudi. Dilli is a pink nude shade, quite similar to Bombae. There's also Madras Kapi which is a brown nude shade.

Maharani, in my opinion, is another shade for all Indian women, mostly with dusky skin tones. It is the perfect maroon, which is not too dark. I felt the liquid was a bit runny when I applied it first. But then after five minutes, when it dried, it was indeed weightless and felt like a royal shade, that goes with any dress/colour you wear. This will be my go-to colour for any traditional Indian party.

To complement Maharani, there is Mishti which is a pinkish-red tone. Dilli and Kudi also fall under the pink category, which can be the last option for women

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Guwa hottie reminds me of the brick red hues and terracotta shades that I often reach out to. It's my comfort colour. The applicator is smooth, leaf-shaped, tapering towards the end. The consistency is thick, and on application, it takes a couple of minutes to dry out. The texture is a bit much matte. An hour after wearing it, I licked my lips a few times to check if the lipstick was still on. The shade is pigmented, bold but not loud. A single coat is ideal for daywear. A double coat would be perfect for an evening cocktail or dinner. The shade didn't last all day, but it did flatter my lips for a few hours.

Before the launch, Nykaa sought opinions from its followers on Instagram and that's what makes the set perfect 10. Even the packaging was selected by the customers. We wish the applicator was longer. But the brush was perfect. The slight bend makes sure that the lipstick is applied properly. And all you need is just one sweep, you will not have to dip it twice to get an even application. It takes about four to five minutes for the lipstick to dry and there's also the risk of getting it on your teeth, as with any liquid lipstick. If you are in a hurry, these lipsticks may not be the right choice. But if you are in for a long day, look no further, just pick up your favourite shade.

We also did the kiss, drink and eat test with all the shades. Surprisingly, some shades passed the test, while some shades failed. Begum, IT Girl and Bombae did not smudge while you kiss or eat, but Maharani smudged even when I just touched the lips. But all the shades left a lip mark on the cups when we drank liquids. Most of these shades stayed on for at least eight hours.

While we are still getting over these ten shades, Nykaa has launched eight new shades today —MumTaj, Jaan, Boho, Gul, Mastani, LePondy, Chai and Jhumki. We are waiting to get our hands on them!

*(With inputs from Ancy George, Rama Ramanan)*

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