



JAFRA Always **24HR** Lip Stain

Talk, laugh, live—your color stays intact.

Technology that stays on your lips,
color that captivates

JAFRA ALWAYS LIQUID LIP COLOR 24HR is developed with long-wear technology. Its advanced formula delivers intense color and full coverage in just one swipe.

Its lightweight texture adapts to the lips comfortably and naturally, complementing your expression all day long. It's designed to stay with you through every word, every smile, and every moment.

With a sophisticated matte finish, it doesn't smudge, fade, or move it resists kisses, meals, and the passing of time.

JAFRA ALWAYS LIQUID LIP COLOR 24HR keeps up with your rhythm, elevating your look with powerful, modern, and long-lasting style.

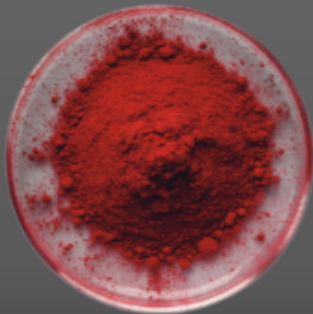


JAFRA INNOVATION:

Ultra ink technology
Bold color no touch-ups needed

ADVANCED HOLD TECHNOLOGY:

A technology powered by functional ingredients that extend wear and enhance color intensity, keeping the lips flawless. Its water-resistant formula protects pigments against heat and sweat.



HIGH-INTENSITY PIGMENTS

Deliver deeper, more even color to amplify visual impact.



FRAGRANCESWEET CRÈME BRÛLÉE

Its fragrance blends the softness of vanilla and the warmth of coconut, elevated by the sweetness of sugar, the creaminess of almond, and a subtle touch of cinnamon that adds sophistication and a captivating allure.





Why You'll Love the NEW Always 24HR Lip Stain

- ♡ **All-Day Color, Zero Touch-Ups**
Stays vibrant for up to 24 hours—no fading, no smudging.
- ♡ **Lightweight & Comfortable**
Feels like nothing on the lips while delivering bold color.
- ♡ **Kiss & Transfer-Resistant**
Color stays put through drinks, smiles, and busy days.
- ♡ **Bold Matte Finish**
Buildable color that works for everyday looks or glam moments.

Empowered

Pink with a touch of lavender.

Strong, sophisticated, and powerful. A shade for those who lead with confidence and dare to take control. Perfect for special occasions or anytime you want to make an impact without saying a word

Youthful

Vibrant pink with a fuchsia tint

Bright, fresh, and full of energy. A shade for those who radiate youth and optimism with every smile. Perfect for bright days and moments that call for effortless fun

Rebellious

Intense red with a warm undertone

Daring, passionate, and expressive. A color for those who break the rules and live their style without fear of standing out. Ideal for bold nights, memorable moments, or simply when you want to shine with attitude.

Fearless

Deep burgundy with a wine undertone

Mysterious, bold, and confident. A shade for those who aren't afraid to stand out and make their presence known. Perfect for night looks, elegant events, or anytime you want your lips to speak for you

Dreamy

Pink mauve with a hint of lavender

Original, bold, and magnetic. A color for those who stand out with ease and leave a mark with every word. Ideal for creative looks or moments when you want all eyes on you

Gentle

Warm brown with a chocolate tint

Natural, elegant, and calm. A shade for those who prefer discreet, authentic, and sophisticated beauty. Your best choice for everyday wear, soft glam moments, or effortless looks with intention



JAFRA

