# OBAYATY

**LIP BALM**
Anti-Rouge

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Anti-Rouge

**The Lip Balm melts into dry lips and tones down redness.**

This anti-rouge formula is specially formulated to tone down redness, dark marks and hyperpigmentation, leaving a natural, barely there gloss. Includes a special blend of green tea, vitamin E, CBD, and shea butter deeply soothes and nourishes dry lips.

**PRODUCT BENEFITS**

### Color Correct
Includes color-correcting green pigments that tone down redness, dark marks or hyperpigmentation.

### Moisturize
Enriched with a blend of plant-derived waxes and oils to deeply moisturize.

### Nourish
Antioxidant-rich vitamin E and shea butter help to nourish and soften the lips.

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**ACTIVES**

### Green Tea
Help heal and soothe dry or chapped lips and protect against sun damage.

### Vitamin E
Moisturizes and protects lips, with powerful antioxidants.

### CBD
Soothes skin with its anti-inflammatory properties.

All Obayaty products are vegan, cruelty-free and dermatologically tested.

**CLAIMS**

100% of men asked said the product soothes, softens, provides moisturization and eliminates dry lips

86% of men asked said the product tones down red lips

The clinical tests were conducted on multi-ethnic male subjects aged 20-60 years by a third party.

**About Obayaty**

Obayaty is a contemporary beauty house for men – born in Los Angeles, refined in Stockholm.

Founded by Max Martin and Pontus Frankenstein, the brand was born from a belief that self-expression is the currency of wellbeing. Our mission is to reinvent men's beauty through science, innovation, and creativity — educating and inspiring men to refine their daily rituals, boost confidence, and explore self-expression and wellbeing on their own terms.

**Further inquiries:**

press@obayaty.com

The Anti-Rouge Lip Balm has a formula with a subtle green tint to reduce redness.

Anti-Rouge Lip Balm refill with case.