

# OBAYATY

LIP BALM  
Enhancing





## LIP BALM

Enhancing

**The Lip Balm slightly enhances lip color and volume with a subtle black-violet pigment.**

This enhancing formula with smooth texture is specially formulated to give the subtle appearance of increased volume with a moody black-violet tint. Includes a special blend of liquorice extract, soybean seed, CBD, and shea butter deeply soothes and nourishes dry lips.

### PRODUCT BENEFITS

#### Enhance

Infused with licorice leaf extract to help lips appear plumper and more voluminous.

#### 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.



## **LIP BALM**

Enhancing

### **ACTIVES**

#### **Licorice Leaf Extract**

Brightens and evens out skin tone, reducing the appearance of dark spots or hyperpigmentation.

#### **Soybean Seed**

Moisturizes and protects lips, locking in moisture.

#### **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

100% of men asked think the product feels nourishing

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 Enhancing Lip Balm has a formula with a subtle violet tint.



Enhancing Lip Balm refill with case.