

OBAYATY

LIP BALM

Enhancing





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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.



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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:

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



Enhancing Lip Balm refill with case.