

# OBAYATY

LIP BALM  
Soothing





## LIP BALM

Soothing

**The Lip Balm melts into dry lips to moisturize and provide relief.**

This soothing formula with smooth texture is specially formulated to heal chapped lips and give a healthy and natural look. Includes a special blend of bisabolol, vitamin E, CBD and shea butter deeply soothes and nourishes dry lips.

### PRODUCT BENEFITS

#### **Soothe**

Infused with calming bisabolol and shea butter to leave lips feeling soft and smooth.

#### **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**

#### **Bisabolol**

Calms and soothes lips, protecting their natural barrier.

#### **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 provides moisturization and eliminates dry 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 Soothing Lip Balm has a translucent formula.



Soothing Lip Balm refill with case.