

OBAYATY

LIP BALM

Soothing





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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:

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The Soothing Lip Balm has a translucent formula.



Soothing Lip Balm refill with case.