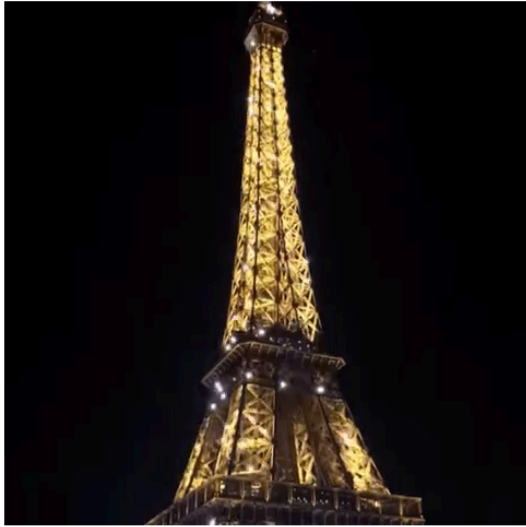


# Attn: Makeup Lovers + Gift Givers! Our Holiday Collection is Here

I get giddy every year around this time. Why? Because the holidays are upon us. The gift giving, the holiday meals, I love all of it. On top of that, Jouer launches a Holiday Collection each year, chock full of the perfect holiday gifts, stocking stuffers, and collectables.

This year's collection feels extra special because it's inspired by the city I love (and miss) most in the world. Where the romance and wine overflows. Where your senses are enveloped by the striking fashion, beauty, and art seen on every street corner. Not sure which city I'm talking about yet? Is it not obvious? I'm talking about Paris, France.



And more specifically, the nights of Paris. MIDNIGHT IN PARIS. I'm big fan of beauty (if you haven't noticed), and there is nothing more beautiful than the Eiffel Tower lights at night. The bright, sparkling gold glow that brightens the deep, midnight blue sky is an unforgettable sight. So, we decided to create a holiday collection inspired by the extraordinary nighttime spectacle in Paris millions flock to see.

## INTRODUCING THE MIDNIGHT IN PARIS HOLIDAY 2020 COLLECTION

### Best Of Nudes Deluxe Lip Crème & Gloss Set



Nude liquid lipsticks and glosses look good on everyone—no matter what skin type. So, for one of my favorite holiday sets, we divvy up three of each to complete a set of six total with a Jouer formula that's loaded with Vitamin E, and is also vegan, gluten & cruelty-free. And they're exclusively made in a Deluxe Mini size—they're adorable, the perfect purse size, and great for traveling (if you're doing that).

This year, we're treating you to three, brand-spanking new shades: Cherie lip crème in a warm berry nude, Soiree gloss in pink nude, and Rendezvous gloss in sheer cool nude. The new shades are bound to be next-generation versions of your neutral cult favorites. Grab these now, because they are major and sell out every year.

<https://www.jouercosmetics.com/blogs/the-jouer-memo/attn-makeup-lovers-gift-givers-our-holiday-collection-is-here>

# We Celebrate Ruth Bader Ginsburg, A Feminist Icon

As you may have seen on our site and social channels, Jouer has chosen to support the ACLU with a donation for every Blush & Bloom sale in the month of September.

With the passing of the honorable RBG this weekend, we are reminded more than ever of the importance of the ACLU and the invaluable work it has done since 1920 to defend and preserve the individual rights and liberties guaranteed by the Constitution to every person in this country.

*"Real change, enduring change, happens one step at a time."*

- Ruth Bader Ginsburg

You may not know that Justice Ginsburg also played an integral role in the ACLU's work on behalf of women's rights. In 1972, long before her Supreme Court appointment, Ginsburg joined the ACLU as its founding director of the new Women's Rights Project. She demonstrated her legal brilliance as she pushed for full gender equality in order to remove barriers and open opportunities for women.

The work that RBG did for all of us is more relevant than ever, and the work of the ACLU remains so critical in this moment, as it fights to defend our fundamental rights including freedom of speech, freedom of religion and the right to privacy. And most recently, to end police brutality, demand racial justice, and defend our right to protest.



*"Fight for the things that you care about but do it in a way that will lead others to join you."*

- The Notorious R.B.G.

For every Blush & Bloom Cheek + Lip Duo sold in the month of September, we are donating 10% of the proceeds to the [ACLU](https://www.aclu.org/). We hope you'll join us in supporting this important cause and, in our own small way, honoring the memory of Justice Ruth Bader Ginsburg, an American hero.

<https://www.jouercosmetics.com/blogs/the-jouer-memo/we-celebrate-ruth-bader-ginsburg-a-feminist-icon>

# A Game-Changing Trick For Wearing Lipstick Under Your Mask

Have you been skimping on lipstick when you know you have to wear a mask? Sooo many people have told me “what’s the point in putting on lipstick” if it comes right off on your mask. Other gripes I’ve heard are “I don’t want my lipstick to rub off right away” and “I won’t wear lipstick because it’ll cause breakouts.”

I totally get the struggle. Lipstick is a way for people to express themselves, and I’m here to tell you, keep wearing it! Because, I’ve got a lip-saving trick that I bet no one has mentioned to you before:

⚡💋 Matte lip crème doesn’t smudge under your mask. It won’t rub off and it won’t transfer to the mask and then back onto other areas of your face, potentially causing breakouts. 💋⚡



So, adorn yourself in lip color — just make sure it’s matte. Here’s how:

## Step 1: Line 'Em

It turns out lip liner tends to rub off onto your mask. This was a little sad for me at first because I can’t go a DAY without my lip liner, so I did a little research. **Matte lipstick in the usual shade of your lip liner stays put.** Here, I used Jouer Long-Wear Liquid Lipstick in Noisette – it’s a similar shade to my usual lip liner and it won’t smudge because of the lip crème formula.

A couple of tips: Make sure your liner brush has a pointed tip. Line just outside of the lip to create the appearance of a “fuller pout.” Once you outline, smudge it a bit before it dries to soften up the line.

## Step 2: Your Perfect Nude

**Pick your perfect nude matte lipstick shade.** I used Ballerine because it has the just a touch of pink to it. You can apply directly, but I like to use the paddle end of my brush to paint the lipstick on and fill in the lip with neutral color.

## Step 3: The Finishing Touch

I personally like to create some depth to a matte lip, and I do that by adding just a touch of shimmer. For me, that’s Pamplemousse — a metallic, warm-pink gold. **The lighter you go the better, because it will give the illusion of a wet gloss look.** Hit the high points of your lips (at the ridge) with this metallic tone and trust me, it’ll work!

<https://www.jouercosmetics.com/blogs/the-jouer-memo/a-gamechanging-trick-for-wearing-lipstick-under-your-mask>