

Male Makeup Brand MMUK MAN Launches World's First Lipstick for Men

With one in five American men now dabbling in cosmetics – cosmetics house MMUK MAN have this week launched the world's first men's lipstick, to cater for their fast-evolving bathroom needs.



Edmonton, Jul 11, 2019 (IssueWire.com) - MMUK MAN male cosmetics brand has brought the world's first lipstick for men to [Canada](#) and The [United States](#), *"in an effort to cater for the needs of American men looking for a product that can complete their grooming routine and enhance their facial features,"*. Says their North American Director - Matthew Lavery

In a true beauty first, one business based in Edmonton, Alberta has pushed the boundaries of modern day male grooming to previously unthinkable limits by launching the market's first lipstick for men.

Available in twelve subtly enhancing shades, [MMUK's Liquid Velvet Matte Lipstick](#) has been designed to look completely natural and shimmer-free. The style of the product itself is extremely masculine and its features include a long-lasting formula that's very easy to apply. The lipstick is now available to pre-order online for \$21.00 USD.

'Modern men are trying every trick in the book to help put their best face forward and are becoming much more open to trying new cosmetic products.' MMUK MAN Group President Alex Dalley said. 'Wearing lipstick is just a natural evolution of modern day male grooming,' he added.

YouTube Beauty Sensation Nate Robert Has His Say:

'Whilst a decade ago, a facial moisturizer and wash would have made an acceptable grooming routine. Nowadays, it's not unusual for guys to have the likes of eye cream, concealer, foundation and even beard filler at their disposal. It's incredibly exciting for the industry that the first male lipstick has now launched, and my guess is that it won't be the last'

The breakdown of social barriers towards men's personal care is combining with selfie and Instagram influencer trends, which are now entwined into the cultural tapestry of 18-30-year olds and giving male brands like MMUK skyrocketing success.



Media Contact

MMUK MAN

info@mmukmanusa.com

+15875689875

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