

AP 24® SMILE POP LIP GLOSS



PRODUCT OVERVIEW

Pop! Dazzle! Shine! Instantly pep up your smile with AP 24 Smile Pop Lip Gloss, and give your lips a brilliant, kissable, sexy shine while making your smile appear brighter. Infused with blue illumibright micropearls that actually bounce light, the gloss creates the illusion of smoother, fuller lips and a whiter, more look-at-me smile. Smile Pop also contains vitamins E and C and is enhanced with a fresh, vanilla-mint flavor to keep your lips soft and oh-so-yummy. The pillowy applicator delivers the perfect amount of gloss every time. Use alone or over other lip color, and make your smile pop.

TARGET AUDIENCE

Women looking for lip gloss that makes their smile appear whiter and brighter.

PRODUCT BENEFITS

- Makes your smile appear whiter and brighter.
- Features a delicious vanilla-mint flavor.
- Adds instant high shine.
- Works well on bare lips and over other lip colors.
- Visually smooths lips.
- Goes on smooth.
- Cushions your lips.
- Feels soft and comfortable.
- Is designed as a universal shade that looks great on all skin tones.

KISSABLE CONDITIONS

Creates more kissable lips.

- Conditions lips.
- Features a signature vanilla-mint flavor that complements our other AP 24 products.
- Makes lips appear fuller, more moist, and inviting.

KEY INGREDIENTS

- **Illumibright Micropearls**—these blue-violet iridescent pearls actually reflect and bounce light, creating the instant optical illusion of visually smoother, fuller, more kissable lips and a brighter smile.
- **Vitamins C and E**—provide antioxidant protection.
- **Fresh Vanilla-Mint Flavor**—complements (and doesn't compete with) other AP 24 products.

USAGE/APPLICATION

Apply to top and bottom lips for a more kissable, brighter smile.

COMPLEMENTARY PRODUCTS

While making your smile appear brighter and your lips more kissable, AP 24 Smile Pop Lip Gloss complements the benefits of other AP 24 products.

- **AP 24 Whitening Fluoride Toothpaste**—prevents plaque buildup. This cavity-fighting formula features a plaque-fighting agent that helps remove plaque and debris as you brush. The gentle formula freshens breath with vanilla mint and leaves a clean, fresh-mouth feeling that lasts all day.
- **AP 24 Anti-Plaque Breath Spray**—fights plaque build-up while freshening breath in a convenient alcohol-free spray.
- **AP 24 Anti-Plaque Fluoride Mouthwash**—fights plaque using AP 24 technology without the concerns of alcohol. Leaves a long-lasting fresh, clean mouth.

FREQUENTLY ASKED QUESTIONS

How does Smile Pop work?

Smile Pop Lip Gloss uses color theory to help your smile appear whiter and brighter. Our opalescent, iridescent blue-violet illumibright micropearls actually bounce and reflect a wide spectrum of light, instantly creating the optical illusion of smoother, fuller lips and a brighter smile.

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Can I use Smile Pop Lip Gloss with other lip products?
Smile Pop Lip Gloss may be used either by itself, or over other products for added shine.

Pro Tip

Have a lipstick that's too warm for your liking?
Use AP 24 Smile Pop Lip Gloss to make your existing shade look a bit cooler.

INGREDIENTS

Polybutene, Diisostearyl Malate, Tridecyl Trimellitate, Octyldodecanol, Isostearyl Alcohol, Silica Dimethyl Silylate, Palmitoyl Tripeptide-1, Tocopheryl Acetate, Silica, Sorbitan Oleate, Ethylhexyl Palmitate, Tribehenin, Synthetic Fluorophlogopite, Malic Acid, Sorbitan Isostearate, Tetrahexyldecyl Ascorbate, Lactic Acid, Calcium Sodium Borosilicate, Calcium Aluminum Borosilicate, Benzyl Benzoate, Flavor (Aroma), Caprylyl Glycol, Hexylene Glycol, Phenoxyethanol, Titanium Dioxide (CI 77891), Tin Oxide, Mica, Blue 1 Lake (CI 42090)