



@haileybieber/Instagram

MAKEUP

Hailey Bieber's new lip shaper is like a gym session for your lips

“I wanted there to still be that staying power of a liner, but with the creaminess of a contour.”



BY FIONA EMBLETON

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Hailey Bieber wants your lips “to look like they did squats.” This isn’t a new fitness hack, in case you’re wondering. Rather, I’m chatting to Hailey over Zoom about some secret news: Rhode is launching a lip contour stick.

Given Hailey's love-affair with the ‘90s, this is surely just a fancy re-branding of the decade’s favourite makeup product, lip liner. Actually, no. Lip liner involves crafting a crisp, perfectly defined look with unhurried strokes – the antithesis of ‘quick’ and ‘easy’, which is Hailey's beauty love language.

And as I open the Rhode bag in front of me, the penny drops. There are no pops of fuchsia, coral or red in the line-up, but rather neutral beige, tan, mocha and mahogany – shades that (with the exception of the rose-coloured hues) could be mistaken for cheek contour sticks.

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