

LIP LAB



LIP LAB BRINGS CUSTOMIZABLE LIP COLOR SERVICES TO NAPA, CALIFORNIA

The Experiential Lip Color Service Opens Its 14th U.S. Location in Napa, CA, Offering Personalized Lip Shades and Experiences

Lip Lab is expanding within the Golden State! Opening August 15, 2024, Lip Lab is bringing their third custom lip color location to California, this time in **Napa's** bustling First Street downtown location. Take a seat at the bar, spend time in an immersive world of color and be guided by a color expert to make your own custom hue, down to the shade, flavor, and finish, with packaging options made to engrave. Joining the existing Lip Lab Los Angeles and Irvine locations, Lip Lab invites the Napa community to take a front row seat in the creation of their own custom lipstick, lip balm and lip gloss!

Lip Lab provides a social occasion like no other—enjoy a girls' day out, or celebrate a birthday or bachelorette party with this interactive experience designed to deliver the shade of your dreams. The opportunities are endless to create a custom shade with Lip Lab—bring your inspiration and create your new favorite daily shade, lip color for a special occasion, or a shade to mark a milestone.

The Napa retail location will be Lip Lab's 14th boutique in the U.S. and Canada, following Lip Lab's most recent openings in Austin, TX, Knox-Henderson, TX, Washington, D.C., Chicago, IL and Scottsdale, AZ, and further building on longstanding locations in Los Angeles, CA, Irvine, CA, Las Vegas, NV, Soho, NY, Williamsburg, NY, Nashville, TN, and QSW, Toronto.

Catering to Napa and its surrounding areas, Lip Lab offers consumers the opportunity to create fully customized and high performing lipsticks, lip balms and lip glosses that are both clean and vegan. With the consumer at the forefront of the creation process, and alongside the assistance of an on-site Lip Lab Color Expert to guide them through the process, beauty enthusiasts can create their own personalized, custom lipstick, lip balm or lip gloss shades down to color, flavor, finish, and engraving. Lip Lab takes beauty to the next level – combining clean, high-quality products with total customization. So, treat yourself to a beautiful, bespoke lip shade with an experiential group event at Lip Lab - your one stop destination for custom lip color made by you.

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Complete your lip color wardrobe with Lip Lab's ready to wear collection including [Line and Define Lip Primer](#) (\$25), [Sketch and Shade Precision Cream Lip Liner](#) (\$25), [Agave Nighttime Lip Therapy](#) (\$25) and [Agave Weekly Lip Scrub](#) (\$25) to create the ultimate canvas for lipstick-ready lips.

HOW THE LIP LAB EXPERIENCE WORKS:

- Pick your package:
 - 1 Custom Lipstick for \$65
 - 1 Custom Lip Balm for \$45
 - 1 Custom Lip Gloss for \$55
- Create your shade. Mix your exact shade of nude, pink, red, blue—or whatever hue inspires you.
- Choose your finish. Make it matte, satin, glossy, sparkly or sheer.
- Add the flavor that captures you best: warm, fruity, floral, rose, mocha or fresh.
- Name it & engrave it. Get creative, you know you've always wanted to name a lipstick.

BRING YOUR PARTY TO LIP LAB:

- Celebrate something together. Share something together. Make something together.
 - Invite 6 - 20 people
 - \$20 per person party fee
 - \$65 per person minimum spend

WHERE:

- 1300 First Street, Suite 378, Napa, CA 94559

Instagram: [@liplab](#)

Tik Tok: [@liplab](#)

ABOUT LIP LAB:

Lip Lab was conceived in 2012 to bring a sensorial lipstick manufacturing experience directly to the consumer. Lip Lab is about more than just lipstick. We're about discovery, celebrating the big (and small) stuff, and sharing your love of makeup with others. With 29 pigments, 4 flavors, 4 finishes, and an expert to lead the way, endless shades of red, nude, pink, and plum are at your fingertips. Lip Lab is constantly expanding their custom offerings and ready to wear wall with seasonal trending shades and limited-edition influencer and celebrity collections. Our lipsticks are also world-conscious; from our clean & vegan formula to our refillable component, our lipsticks are 'good for you.' For more information on Lip Lab please visit LipLab.com.

ABOUT FIRST STREET NAPA:

First Street Napa is a mixed-use shopping and lifestyle destination property spanning three city blocks in the heart of downtown Napa. First Street Napa features Napa's top independent artisan retailers, popular national retail brands, exceptionally designed landscaping and seating areas, and locally curated art installations that appeal to visitors of all ages. The property was developed by Zapolski Real Estate LLC in cooperation with Trademark Properties as part of its vision to create an immersive destination experience for shopping, wine tasting, lifestyle, dining, hospitality, cultural exhibitions, and community events. Visit www.firststreetnapa.com and follow [@FirstStreetNapa](#) on Facebook, Instagram, and Twitter for complete details on other opening activities and special events.

LIP LAB MEDIA CONTACT:

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