

# Create the perfect pout with the refreshing taste of Diet Coke + the glamour of L'Oréal Paris

Submitted by: The Lexis Agency

Wednesday, 2 November 2016

---

With Christmas party season just around the corner, it's the perfect time of year to perk up your pout and transform your look with a gorgeous new shade of lipstick.

For a limited time, Diet Coke and L'Oréal have teamed up to give Boots shoppers an exciting offer. Until 8 November, or while stocks last, you'll receive £3 off a L'Oréal Color Riche lipstick in Bois de Rose, Rose Tendre or Red Passion when you purchase a 500ml bottle of Diet Coke!

L'Oréal Color Riche lipstick is enriched with a combination of Omega-3 and Vitamin E to keep your lips feeling soft, moisturised and cared for. So, whether you want to add a splash of colour to your make up bag or to find alternative ways to make the most of your lippie, look no further. Check out these simple and fun lipstick hacks from Diet Coke and L'Oréal.

## LIPSTICK HACKS FROM DIET COKE AND L'ORÉAL

### Tips to give you the perfect pout

**Plump your lips up** - Did you know you can make your lips look larger just by using lipstick and a Diet Coke bottle? Apply your chosen shade all over your lips, then choose a shade in the same colour family but slightly lighter. Use the bottle lid to mark where the centre third of your lips is - that's where you need to apply the lighter shade of lippie. Voila, a gorgeous, full pout.

**Seal with a kiss** - We all know blotting is the best way to keep your lipstick intact, but why not personalise your Diet Coke bottle at the same time by popping a smacker on the label? Your lips will stay colourful and fresh, and no-one will be able to steal your drink.

**Take a sip to lock in colour** - The worst thing about luscious vibrant lippie is when it ends up all over your glass or Diet Coke bottle. Prevent lipstick marks and sip in style using a straw - it looks much more elegant after all!

### Alternative ways to make the most of your lippie

**Clever concealer** - Believe it or not, you can use red lipstick as an under eye concealer to neutralise dark circles. Make sure you pick the right colour to suit your skin tone – try a peachy or pinky hue if you have fair skin and an orangey-red for darker complexions. Apply the lipstick under the eye, let it set for about a minute and then apply your usual concealer.

**Double up as a blush** - Give your cheeks a subtle flush of colour by using your fave lipstick as a blush. Apply your chosen lippie to your first two fingers and gently dab onto your cheek, blending as you go. We've used L'Oréal Paris Color Riche Lipstick, on promotion at Boots now (Enjoy £3 L'Oréal Paris Color Riche Lipstick when you buy a 500ml bottle of Diet Coke, while stocks last).

We'd love to see a photo of you trying out our Diet Coke + L'Oréal lipstick hacks using your 500ml Diet Coke bottle and one of the L'Oréal Color Riche Lipsticks. Share the photos with @DietCokeGB (<https://twitter.com/dietcokegb>) on Twitter + Instagram, using the hashtag #DietCokeBeautyBreak (<https://twitter.com/search?vertical=default&q=%23dietcokebeautybreak&src=typd>) so we can send a 'Like' your way

For more information or imagery, please contact [dietcoke@lexisagency.com](mailto:dietcoke@lexisagency.com) or call 0207 908 6455.

Offer starts 12.10.16 and ends 08.11.16 or while stocks last, participating Boots stores only, age 13+. Terms & conditions apply: <http://cokeurl.com/lorealofferterms> (<http://cokeurl.com/lorealofferterms>)

©The Coca-Cola Company. All rights reserved. DIET COKE is a registered trademark of The Coca-Cola Company.