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BEAUTY

Perfect your pout with these expert- and editor-loved lipsticks

Pucker up with these top picks.



Vivian Le / TODAY

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By Julie Ricevuto and Madison San Miguel

Choosing the right lipstick is more complicated than you might think. Outside of finding the most compatible shade, you have to consider a few other factors (longevity and finish, to name a few). This might consist of asking yourself a few questions, from what lipstick type will check all of these boxes to what formula will last through your routine.

But fortunately enough, we reached out to makeup artists for their advise on finding the right lipstick. From matte and satin finishes to classic nudes and bright reds, each expert answered all of the questions you might have about the best lipstick... and some even shared their go-to picks. Our team even tried and recommended a few formulas in every category.

Keep reading to discover the best lipsticks to shop for every pout, according to makeup artists and editors.

[Difference between lipstick types](#) | [Expert picks](#) | [Editor favorites](#) | [How we chose](#) | [Meet the experts](#)



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The differences between lipsticks

There are three main types of lipstick finishes: matte, satin and glossy. You'll find these in nearly every formula, from liquid lipsticks, lipstick-balm hybrids and your standard lipstick. Depending on your preference or desired look, your lipstick's finish can make or break your makeup.

Below, celebrity and bridal MUA Natalie Dresher breaks down the difference of the three:

- "Matte lipsticks have no shine to them. They are usually very pigmented and for the most part drying," she says. If your lips lean on the drier side, you'll want to prep your lips beforehand with a lip exfoliator and/or lip balm. Out of the three, matte lipsticks tend to be the most long-lasting.
- "Satin finish lipsticks have some shine but aren't super glossy," Dresher continues. "It's like if a matte lipstick and a glossy lipstick had a baby, the perfect hybrid!"
- "Glossy finish lipsticks are high-shine finish lipsticks that are ultra hydrating and usually not very long lasting," she notes. While they're not as lasting as the others, these types of lipsticks tend to focus more on lip care.

Best lipsticks, according to experts

An affordable option: L'Oréal Paris Colour Riche Hydrating Satin Lipstick

Finish: Satin | **Colors:** 21 | **Coverage:** Full

L'Oréal's Colour Riche Lipstick is a staple for MUA Brielle Pollara, specifically in the shade 800 Fairest Nude. "It has a perfect satin



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Finish: Glossy (balm and lipstick) | **Colors:** 8 | **Coverage:** Medium, buildable

"These creamy lipsticks are gorgeous for summer because of their bright color ranges and hydrating ingredients," says makeup artist Neil Scibelli. "Milani uses shea butter and various fruit oils to nourish the lips while still getting a great color payoff." Pro tip: Scibelli recommends trying the coral- and fuchsia-based shades Crave and Covet.

Makeup artist loved: Stila Stay All Day Liquid Lipstick

Finish: Matte, shimmer and sheer | **Colors:** 9 matte, 7 shimmer and 6 sheer | **Coverage:** Full, depending on finish

"Those that know me, know that I don't love red lipstick," says Dresher. "It requires touch ups, doesn't always flatter everyone and is very high maintenance. That all held true until I tried THIS Stila liquid lipstick." Dresher claims it is true to its name, offering long-wear that "really does stay all day." In fact, the brand says the color should last up to 12 hours.

In terms of this shade, Beso, in particular, Dresher suggests that "it's flattering [on] almost everyone because of its cool undertones (makes teeth appear whiter and brighter!)."

Ideal for fuller lips: Tarte Maracuja Juicy Lip Vinyl

Finish: Glossy | **Colors:** 16 | **Coverage:** Medium, buildable

This viral Tarte product was a TikTok favorite because of its high-shine finish. While it is glossy (the brand labels it as a balm, gloss and color hybrid), it isn't sticky nor uncomfortable on the lips. Instead, lips appear and feel more full, plump and hydrated.

Although there are many shades to choose from, Dresher loves Rosy Brown. "The ultimate cool girl lip color!" she boasts. "I always make sure to have one other shade with me at all times in case I misplace it!"

Nearly weightless: Makeup By Mario Ultra Suede Lipstick

Finish: Matte | **Colors:** 20 | **Coverage:** Full

There's nothing like a lipstick that feels lightweight on, especially a matte formula. This lipstick from Makeup by Mario promises a weightless and comfortable that leaves a unique suede-like finish. Reviews boast that it applies just as smooth as it feels — and Pollara is a fan, too, specifically of shade Brielle. She says that "it actually matches my natural lip color perfectly, and the finish is beautiful!"

The perfect nude color: Valentino Rosso Valentino High Pigment Refillable Lipstick

Finish: Satin and matte | **Colors:** 14 satin (2 refillable) and 17 matte (3 refillable) | **Coverage:** Full

"This lipstick in Roman Grace is the perfect nude color for several complexions," says Dresher. "I love the high impact pigment, and the fact that its refillable makes me feel great about the good for the environment packaging!"

Best lipsticks, according to editors

Infused with avocado oil: COVERGIRL Clean Lip Color



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also love how the container is clear; it's easy to immediately see which lipstick I'm picking out of my makeup bag while quickly getting ready in the morning."

An affordable alternative: E.l.f. Plout Clout Plumping Lip Pen

Finish: Glossy | **Colors:** 8 | **Coverage:** Medium, buildable

You might see similarities between this glossy pen and its more expensive counterparts, but it stands out on its own. Besides the attractive price tag, what peaked the interest of our reviewers was the high shine finish. "The colors are pretty, the glossy sheen is really nice and I love that it felt very balmy," said editorial assistant Erica Morrison during our testing.

The brand also labels the product as a three-in-one for coverage, shine and plumping factor, so you might feel a slight tingling sensation once applied.

A budget Beauty Awards winner: Revlon ColorStay Ultimate Liquid Lipstick

Finish: Matte; liquid | **Colors:** 12 | **Coverage:** Full

Winning the award for best budget liquid lipstick (and earning a score of 4 out of 5) in our Beauty Awards, Revlon's Colorstay liquid lip is a true favorite of social media editor Kara Quill. According to Quill, the staying power of this lipstick is unmatched, offering a smooth, smudge-free finish that lasts. Quite impressive for a drug-store find, if you ask us.

For all day wear: Maybelline Super Stay Matte Ink Liquid Lipstick

Finish: Matte; liquid | **Colors:** 28 | **Coverage:** Full

"I've tried multiple colors of this liquid lipstick, and each one seems like it stays on for an eternity!" boasts Fama. "This red shade, in particular, will stay vibrant for as long as you want it to. I've gotten a lot of compliments on it in the past."

For a natural tint: Tower28 JuiceBalm Lip Balm

Finish: Glossy; lip balm and treatment | **Colors:** 4 | **Coverage:** Sheer

Upgrade your lip balm with this pick from Tower28. I [Madison San Miguel] love that the product combines classic lip care (it has a nourishing shea butter base, for instance) and a subtle tint for everyday wear. Plus, it glides on extremely smooth — and feels that way on the lips, too, leaving a gorgeous shine along the way.

A trusted classic: MAC Frost Lipstick

Finish: Frost/pearl | **Colors:** 8 | **Coverage:** Medium, buildable

MAC Cosmetics seemed to have set the tone for what consumers expect from lipsticks: Comfortable, buildable and a lasting formula. No matter the finish, you should expect all three.

I've been using MAC's lipsticks since I first started wearing makeup — my mom introduced me to this formula, and I'll always think of her when I see frosty lips! Their Frost Lipstick is meant to leave the lips with a pearl-y, luminescent finish. But if that isn't your preference, MAC offers a matte and shine lipstick, too.



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"I'm not a huge liquid lipstick person but this one actually wasn't bad," notes associate editor [Kamari Stewart](#). "I applied it, let it dry and then doused my face in setting spray to give it full staying power. Immediately after the setting spray dried, I kissed my hand and there was very little left behind."

Although this formula is long-wearing, it is not completely transfer-proof. "As I was drinking stuff and eating throughout the day, there were definitely lip prints left behind but the color still looked really good," she adds. So as you're on the hunt for a lasting lipstick, this one keeps its color all-day, according to Stewart — just be mindful that it might leave some pigment here and there.

A treat (and tint!) for the lips: [Kosas Wet Stick Moisturizing Shiny Sheer Lipstick](#)

Finish: Glossy; lipstick and balm | **Colors:** 12 | **Coverage:** Sheer

Considered a lip balm and lipstick hybrid, Kosas' Shiny Sheer Lipstick is all about treating the lips with gorgeous color and tons of lip care. For instance, it contains ceramides and squalane to moisturize and plump the lips while leaving a sheer wash of color. I tend to avoid lipsticks because they can dry my lips, but I love how this one quickly hydrates — and lasts!

Marrison also adds that the formula "feels super weightless and the packaging is beautiful."

For a glossy finish: [Fenty Beauty Gloss Bomb Stix High-Shine Gloss Stick](#)

Finish: Glossy; lipstick and balm | **Colors:** 10 | **Coverage:** Medium

I'm a gloss girl through and through, but love a hint of color on the lips. I got tired of using a lip tint and gloss as my everyday combo, and Fenty's High-Shine Gloss Stick has been a happy medium of the two — it has a stunning pigment with an equally stunning gloss!

And while you enjoy the luscious shine, the lipstick promises to deliver moisture up to eight hours, thanks to vitamin E, shea butter and squalane. It's such a treat for the lips, some reviewers compare it to a lip balm!

A Shop TODAY favorite: [Clinique Almost Lipstick in Black Honey](#)

Finish: Glossy; lipstick and balm | **Colors:** 1 | **Coverage:** Semi-sheer

We have tested Clinique's Almost Lipstick in Black Honey both inside and outside our Beauty Awards (check out our [review](#)), and each time, our team was impressed. The emollient-rich formula allows for an easy and hydrating glide that lips truly drink up. "This is one of the few options out there that isn't drying for me; I can pop it on in the morning and continue to apply it throughout the day — it feels like a hydrating chapstick!" raved associate editor [Shannon Garlin](#).

But the main reason behind our love is the shade itself. After testing the product, production associate [Audrey Ekman](#) said, "The Black Honey shade is so flattering on everyone. I keep one in every purse I own!" She also noted, "True to the name, it's more like a tinted balm than a lipstick, since it feels super nourishing and adds a perfect kiss of sheer color that's buildable."

Most innovative: [Melloway Hi-Rise Hydrating Matte Lipstick](#)

Finish: Matte | **Colors:** 16 | **Coverage:** Full

"The unique packaging was the initial selling point for me — it's capless and can be twisted open with one hand! — but the creamy application and bold matte finish are just as impressive," notes senior SEO editor [Jess Bender](#). "As a cool winter, the Summer Sangria is



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If you end up loving this formula just as much as I [San Miguel] do, you'll want it in nearly every shade. In fact, each one promises long-wear, a comfortable feel and a powerful color. But get this: This range comes in three different finishes — matte, cream and shine — for you to test, try and play around with.

A unique applicator: Makeup by Mario Ultra Suede Cozy Lip Creme

Finish: Velvety suede | **Colors:** 12 | **Coverage:** Full

I [San Miguel] swear by the Makeup by Mario brand, from their dew-y foundations to viral blushes. But an underrated product category from the brand is their lip products.

The Ultra Suede Cozy Lip Creme is just one of few of their lip essentials, offering a satin-matte, full coverage in just one swipe, according to the brand. The unique doe-foot applicator is meant to hug the lips so color is distributed evenly.

Ideal for mature lips: Pat McGrath Labs SatinAllure Lipstick

Finish: Satin | **Colors:** 15 | **Coverage:** Full, buildable

Ever since this lipstick came out in 2022, Stewart says it has been one of her go-to lipsticks ever since. "It glides on smoothly; I love the color I have and I throw on a bit of gloss over it for some sheen. I usually gravitate towards gloss only, but this is the first lipstick I ever used that I really loved."

Since it has a flattering satin finish, those with mature lips might find it more comfortable and hydrating to wear compared to other formulas.

A glamorous presentation: Olivia Palermo Beauty Matte Lipstick

Finish: Matte | **Colors:** 5 | **Coverage:** Full

"I love, love, love this lipstick!" raves associate editor Allie Wise. "I typically prefer a more neutral shade and the rosebud is just perfect. It is easy to apply and goes on smoothly without feeling sticky. It also comes in a gold case that is super elegant and classy."

Long-lasting liquid formula: Charlotte Tilbury Airbrush Flawless Matte Lip Blur Liquid Lipstick

Finish: Matte; liquid lipstick | **Colors:** 8 | **Coverage:** Full

Liquid lipsticks can be tricky to navigate, but Garlin loves this one from Charlotte Tilbury, owning two in shades Pillowtalk and Ruby. "This is the only liquid matte lipstick that doesn't flake on me, and is truly long-lasting," she claims. "The formula is super creamy and remains that way even when dried, so if you rub your lips together you won't have that 'oh no!' moment. It won't transfer on drinking glasses either."



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Finish: Matte | **Colors:** 23 | **Coverage:** Full, buildable

"I'm not normally a red lip girl because it tends to get dry and flakey, but Charlotte really aced this formula," says production coordinator Camryn Privette. "It goes on buttery smooth and didn't transfer for hours on end."

This shade, in particular, is a part of the brand's recent launch, Hollywood Beauty Icon Lipsticks. So if you're not into a red pout, they have 10 other new shades Privette also raves about.

So luxurious: Dolce&Gabbana Everkiss Liquid Lip

Finish: Matte | **Colors:** 9 | **Coverage:** Full

One thing I [San Miguel] really appreciate about this liquid lipstick, other than its gorgeous packaging, is its incredible applicator. I find liquid lipsticks, in particular, difficult to apply because once you mess up, they're a bit challenging to clean-up. But this applicator has a flat side to distribute the color, and a precise tip to really cover every corner — I feel like a pro now.

According to the brand, the lipstick offers up to 16 hours of wear that shouldn't transfer (Note: be sure to wait 10 seconds for it to dry). Expect a comfortable feel and lots of pigment that I believe makes it well worth the cost.



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Finish: Soft matte | **Colors:** 18; 8 refillable | **Coverage:** Full, buildable

There comes a point in time that our everyday lip becomes costly. If you're like me, we can sometimes go through our favorite lip products in just a few weeks, leading to an endless cycle of repurchasing an entirely new package. But this Prada Beauty lipstick solves that issue with an attractive, refillable packaging, which is not only sustainable, but saves you some dough, too.

Although only select shades are refillable, I [San Miguel] can vouch that it is well worth the investment. In my opinion, the packaging alone is worth the splurge — I love pulling it out of my handbag to touch-up. It's a conversation starter!

But if you're not into mattes, the lipstick is considered a diffused matte, so I find it more comfortable on the lips than most.

Frequently Asked Questions

How can you find the right everyday lipstick shade for your skin tone? ▼

What is the best way to help lipstick stay on all-day? ▼

What type of lipstick is best for mature lips? ▼

How we chose the best lipsticks

Shop TODAY editors and writers interviewed professional makeup artists and used our own personal experiences with lipsticks. Along with expert favorites, we included our go-to beauty products to make your shopping experience a breeze.

Meet the experts

- Neil Scibelli is an NYC-based celebrity makeup artist and beauty expert.
- Natalie Dresher is a celebrity and bridal makeup artist based in New York and Miami.
- Renee Sanganoo is a New York City and Los Angeles makeup artist who has work with celebrities and editorial.
- Brielle Pollara is a celebrity, bridal and editorial makeup artist in New Jersey.



Julie Ricevuto

Julie Ricevuto currently works as the commerce editor & producer for Shop TODAY, where she works on both broadcast and digital coverage, as well as larger editorial initiatives like Beauty Awards, Travel Gear Awards and Gifts We Love. She also acts as on-screen talent for Shop TODAY's Trend Report, showcasing the latest and greatest products to hit the market. When she's not working, you can find her training for her next marathon or restaurant hopping in search of the best pasta dish in New York City.



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