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Makeup and Beauty Blog | Makeup Reviews, Swatches and How-To Makeup A beauty blog blooming with fresh makeup reviews, swatches and beauty tips from your friendly neighborhood beauty addict April 2nd, 2024 by Karen 5 Comments There are some things one could always rely on like the sun rising and setting, internet cats doing silly things, chin hairs spontaneously sprouting in the middle of a meeting and MAC matte lipsticks gripping onto one’s lips for dear life. That feeling of the distinct MAC matte formula cemented to my pout—there was nothing like it! MAC’s newly reformulated take on matte lippie via the MAC Maximal lipsticks removes that “grippy” feeling that made MAC lipsticks so long lasting. I’m wearing the shade Sweet Deal here, by the way. It’s a neutral pink. In some ways, this new version is refreshing. It’s so lightweight that I often forget that I’m wearing it. It’s comfortable, and the matte finish is so smooth and beautiful—a modern take on matte, even. But it just doesn’t last as long. I drink a cup of coffee and it’s gone. I used to apply an OG MAC Matte lippie in the morning and it would still be around after lunch. I think when they decided to swap the old formula in lieu of this new version, they decided that ladies and gents and everyone in between wouldn’t mind the limited wear time. I miss the ability to put my lipstick on and just forget about it for a few hours, but I guess some things never change, including the desire to reformulate a perfectly good lipstick. Your friendly neighborhood beauty addict, Karen Lip of the Day: MAC Sweet Deal Maximial Lipstick / Originally published April 2nd, 2024 Categories: MAC Makeup, Makeup Rachel says April 2nd, 2024 at 10:05 am Thank you for your honest review, Karen! It sounds like the change is not for the better! Fieran says April 2nd, 2024 at 10:47 am Ooh it’s interesting to hear about the longevity. I was really curious about the new formula. Hope you’re well Karen. This lipstick suits you! Suzanne C says April 2nd, 2024 at 11:18 am Well, that’s disappointing about the reformulation. I was wondering how it would work out. But I’m going to be laughing about the spontaneous chin hairs for the rest of the day, because it’s just so relatable.😄 Linda says April 2nd, 2024 at 11:55 am I formulate a good bit of skin care (no makeup yet) and sometimes a supplier will just discontinue a product without warning. I don’t know if that’s what happened, but it’s possible. E.D. says April 3rd, 2024 at 7:38 am Certainly possible. If they were sole-sourced with something and couldn’t find a replacement, reformulation is required. The other potential is that the key component just got too expensive. Your email address will not be published. Required fields are marked \* Comment \* Name \* Email \* Website