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DEPARTMENT : INDUSTRIAL BIOTECHNOLOGY
COLLEGE : GOVERNMENT COLLEGE OF TECHNOLOGY
NAAN MUDHALVAN COURSE: DIGITAL MARKETING
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ASSIGNMENT ON DIGITAL MARKETING

1. Create a blog or website using blogspot and wordpress. Customizethe theme design and post new article with 500 words.

Blogspot:

<https://www.blogger.com/blog/posts/6493384181866442761>

Wordpress:

<https://cosmetics669.wordpress.com/2023/10/29/sm-lipstick/>

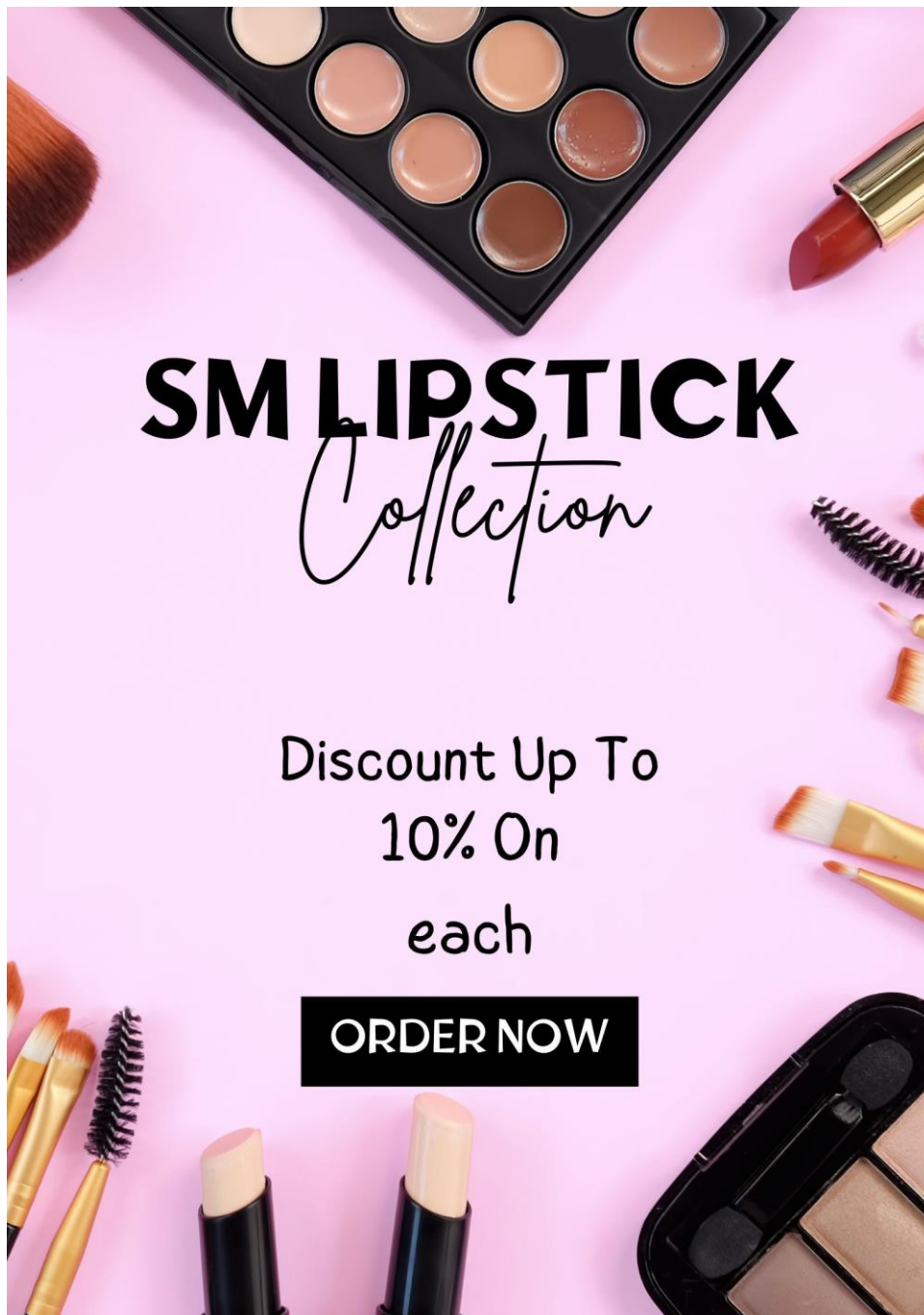
SM LIPSTICK

October 29th, 2023

The natural components of lipstick often include waxes (like beeswax or carnauba wax), oils (such as castor oil or mineral oil), pigments (for color), and emollients (like lanolin or cocoa butter) to provide texture and hydration. Some modern lipstick formulations also integrate natural ingredients like plant-based waxes and oils, along with mineral or plant-derived pigments to offer a more organic or eco-friendly option. Manufacturers may use various combinations of these natural components to create different

2. Create a new facebook business page and post one social media poster for your brand.

<https://www.facebook.com/profile.php?id=61550782626449>



3. Create and design a social media advertisement poster using canva.

Don't Lose Them

**THESE ARE 9
FEATURES OF SM
LIPSTICK**

1
It is stick free

2
It is long lasting

3
100% naturally maded product

4
It is smudge free

5
Many shades are available for darker shades of skin

6
It defines your face even brighter

7
It is very easy to apply

8
It is very use easy to carry with you

9
Budgetly friendly

4. Create email newsletter using mail chimp or canva tool.

01 SEPTEMBER, 2023

SM LIPSTICK



THE MATTE

Introducing the most awaited beauty revelation of the year - the grand launch of our all-new "Nude Matte" lipstick collection! At [Your Cosmetic Brand], we've poured our heart and soul into creating a lipstick that embodies elegance, confidence, and the epitome of chic. Our Nude Matte lipstick range is set to redefine your beauty standards. We've meticulously curated an array of sublime shades that cater to every skin tone, promising a lipstick that's as unique as you are. This collection is more than just makeup; it's an ode to the power of understated beauty, and we're thrilled to share it with you.

Dive into a world of unparalleled sophistication with our Nude Matte lipsticks. Experience a silky, velvety texture that glides on like a dream, leaving your lips with a perfect matte finish that stays put from dawn to dusk. Whether you're aiming for a subtle, everyday look or a bold, captivating statement, our Nude Matte lipsticks have got you covered.



Join us in celebrating this monumental launch and rediscover the timeless allure of nude lips. Elevate your beauty game with a touch of sophistication – it's time to go nude with confidence, it's time for [Your Cosmetic Brand]'s Nude Matte collection.