

Pat McGrath drops luxury lip balm to soothe away the winter blues

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After days of online teasing, Pat McGrath has finally unveiled her latest big beauty launch -- and it is the perfect winter savior for chapped lips.



The makeup mogul and celebrity beauty artist is launching a luxury 'Lip Fetish' lip balm, and it is set to go on sale this week.

Taking to Instagram to showcase the product after days of dropping cryptic hints, McGrath revealed that the balm is infused with anti-aging and antioxidant ingredients to moisturize, protect, and prime the lips. The lightweight formula has been designed to melt into the skin, leaving a subtle sheen and a silky-soft pout behind it. The white and gold lacquered bullet packaging features the

brand's signature 3D lip detail, in keeping with the rest of her extensive lipstick range. The Lip Fetish lip balm will launch on January 4, exclusively on patmcgrath.com.

The move is the latest big launch for the beauty star, whose 'Pat McGrath Labs' brand went from strength to strength last year, establishing a permanent, 'unlimited' cosmetics collection back in August. December also saw her make her first foray into the fashion business with the launch of her debut streetwear collection of merchandise, an eight-piece line dubbed 'Pat McGrath Apparel 001'.

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