



"MY, OH MY, I COULD
KISS THOSE LIPS
ALL NIGHT LONG."

JESS C. SCOTT, WRITER

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SEDUCTION IS ON

#1
Lipstick
in USA



REVLON SUPER LUSTROUS™
LIPSTICK

The iconic lipstick for every shade of desire.
Infused with mega-moisturizers to seal
in color and softness.

REVLON
LOVE IS ON™

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LOVE IS ON™

Revlon was founded in 1932, by Charles Revson and his brother Joseph, along with a chemist, Charles Lachman, who contributed the “L” in the REVLON name. Starting with a single product - a nail enamel unlike any before it, using pigments instead of dyes to give opacity, high shine and unlimited colors like never before - the three founders pooled their meager resources and developed a unique manufacturing process

In the 50’s Revlon launched twice-yearly nail enamel and lipstick promotions tied to seasonal clothing fashions. Revlon also turned to television sponsorship to boost sales. In December 1955, Revlon first offered stock to the public. At the end of the following year, Revlon was listed on the New York Stock Exchange.

1973 saw the introduction of Charlie® fragrance, designed for a young, working woman market and by the mid 70’s, Charlie® was the #1 Fragrance in the world. Revlon sales figures passed the \$1 billion mark in 1977.

In the 1990’s, Revlon revitalized its cosmetics business and strengthened its industry leadership role. Revlon introduced the first transfer resistant lipcolor which led to a full ColorStay™ Collection of transfer-resistant products featuring its Brand Ambassador, Halle Berry. The company closed the gap on its closest competitors and reached a dramatic goal - the #1 brand in mass color cosmetics.

The millennium brought a bold new influence to Revlon when world renowned makeup artist, Gucci Westman joined at Global Artistic Director, pushing the brand to the forefront of trend and fashion.

In 2011 talented and style savvy movie stars Emma Stone and Olivier Wilde joined the long list of inspiring, beautiful women who call themselves Revlon Brand Ambassadors.



#LOVEISON

“THE GREATEST PLEASURE
OF LIFE IS *Love*.”
EURIPIDES, PLAYWRIGHT

REVLON
LOVE IS ON™

The image features the Revlon logo centered within a white circle, which is itself surrounded by a thick, light gray ring. The logo consists of the word "REVLON" in a large, bold, red serif font. Below it, the tagline "LOVE IS ON" is written in a smaller, red, sans-serif font, followed by a trademark symbol (TM).

REVLON
LOVE IS ON™