



# The Little Tube Of Pigment

*Young Mumbai-based painter, dancer, advertising professional, and aspiring entrepreneur Shruti Rao reveals her fascination for that must have for lips; the lipstick*

Lipstick for me is not a mere cosmetic containing pigment that give colour and texture to the lips. Being a painter, I am sensitive to colours and their effect on how you are presented to the other people. If you wear it, it makes you feel confident to face the world.

As a child I always saw my Mom using lipsticks but I was strictly told not to touch them. Though I was introduced to lipsticks as a child, my love affair with them started only when I completed my school. I had taken admission for my under-graduation in Fine Arts. Even then it was only restricted to special occasions.

I went crazy the first time I saw my Mom wear it. My mom is very beautiful and the lipstick just kind of enhanced her beauty completely. She would use those typical maroon and dark brown shades so popular then. She would complement it with a dark and large maroon bindi. Since I was not allowed to touch the lipsticks, I never got to emulate her as a child. But I yearned to wear them on occasions other than when I would perform on stage.

Now I use glossy liquid lipsticks or lip gloss and like a bit of shimmer in my lipstick. I like using lighter shades closer to pink, peach and mauve. Previously, I was familiar with brands L'Oreal, Maybelline and Lakme, so naturally I would buy from their collections. But recently I splurged on my favourite cosmetic; I picked up different colours being offered by Revlon, Maybelline, and L'Oreal. Though I did not really need to buy all, but the advertisements sort of swayed my decision. Since I love colours so I am not really brand loyal. I can pick up a lipstick anytime if it catches my fancy.

I love the first sensation of opening a lipstick and turning it out to reveal the bullet of sheer pigment. A shiver of thrill passes through me every time. For me the feel and the colour of the lipstick are very important aspects of aesthetics, rather than the brand. After spending a childhood of lipstick ban, now I am on my own with a freedom to wear any colour to match not my clothes but my mood.

