

JUST. GOOD. MAKEUP.

powered by skincare actives



XX, 2026 – Beauty today is less about complexity and more about ease: products that work harder, feel better, and fit seamlessly into everyday life. As routines continue to shift towards intuitive essentials that combine visible results with sensorial pleasure, Rituals unveils its reimagined Makeup-Up & Lip Care collection, a line of skincare-infused beauty essentials designed to enhance your natural look while caring for skin and lips with every swipe, tap, and blend.

RITUALS...

Just. Good. Makeup. Powered by skincare actives

Powered by skincare actives, the collection brings together effortless complexion products, easy-to-use essentials, and lip care in fresh, wearable shades and creamy, skin-loving textures. Blending nourishment with colour payoff, each formula is designed to feel intuitive and deliver a covetable, dewy finish. From peptide-rich liquid blush and glow-boosting balm to restorative lip treatments, gloss sticks, and mascara enriched with phyto keratin and castor oil, these are everyday essentials that do so much more.



Glow Balm

XX.XX

A bestselling skincare and make-up hybrid designed for the ultimate radiant, no make-up, make-up. This multi-tasking essential enhances your natural glow while delivering hydration and care, making it the perfect everyday complexion booster.

Volume Mascara

XX.XX

An iconic bestseller, now updated. This next-generation formula enhances lashes, doubles down on definition, volume, and care, and combines performance with conditioning benefits for healthier looking lashes over time.



RITUALS...

Just. Good. Makeup. Powered by skincare actives

Liquid Blush

XX.XX

A skincare infused blush enriched with peptides, ceramides, and hyaluronic acid to deliver a fresh, healthy-looking flush while supporting skin hydration. Available in shades Soulberry and Vintage Rose, the formula melts into skin, for a seamless, radiant finish.



Soothing Lip Glaze

XX.XX

A skincare-powered lip glaze that wraps lips in glossy colour while helping to nourish and restore. Formulated with skin conditioners like squalane and shea butter, plus antioxidants and a Lipid Restore Complex, it helps lips to feel softer, smoother, and deeply conditioned.

RITUALS...



“With our new Make-up & Lip Care collection, we wanted to bring Rituals’ skincare expertise to a more intuitive beauty wardrobe. The formulas are designed to enjoy every day, combining nourishing textures and beautifully enhancing shades with proven ingredients that support your skin.”

- Lot van Rij, Rituals’ Executive Director Innovation & Product Life Cycle Management

The work we support

Wellbeing is about more than personal care; it’s about caring for our planet and all those who call it home. Since introducing our 10% Profit Pledge in 2020, we have been committed to supporting meaningful work of organisations such as Tiny Miracles, War Child, Sacred Forests, and Pristine Seas, helping to create a more hopeful future for both people and nature.



RITUALS...

Effortless beauty, intuitively designed

The full offering, including radiance-boosting complexion with Liquid Highlighter, Flawless Skin Tint SPF 15, and effortless eye essentials – from Eyeshadow Palettes and Cream Eyeshadows to Eyeliner – allow you to easily and instantly add definition or dial up your glam. Lip care completes your new beauty wardrobe with Advanced Lip Balm and Soothing Lip Glaze.



Face

Flawless Skin Tint	XX.XX
Glow Balm	XX.XX
Liquid Blush in Soulberry	XX.XX
Liquid Blush in Vintage Rose	XX.XX
Liquid Highlighter	XX.XX

Eyes

Eyebrow Pencil in light / medium	XX.XX
Eyebrow Pencil in medium / dark	XX.XX
Eyebrow Fixing Gel	XX.XX
Eyeliner in Black	XX.XX
Eyeliner in Brown	XX.XX
3-in-1 Mascara in Black	XX.XX
3-in-1 Mascara in Brown	XX.XX
Volume Mascara	XX.XX
Eyeshadow Palette in Warm Essentials	XX.XX
Eyeshadow Palette in Cool Essentials	XX.XX
Cream Eyeshadow in Gilded Stardust	XX.XX
Cream Eyeshadow in Smoky Quartz	XX.XX
Eyeshadow Topcoat Duo in Moonlit	XX.XX

Lips

Lip Gloss in Soulberry	XX.XX
Lip Gloss in Vintage Rose	XX.XX
Lip Gloss in Clear Intentions	XX.XX
Lipstick in Soft Mocha	XX.XX
Lipstick in Dusky Rose	XX.XX
Lipliner in Soft Mocha	XX.XX
Lipliner in Dusky Rose	XX.XX

Lipcare

3-in-1 Supercharged Lip Mask	XX.XX
Advanced Lip Balm Repair	XX.XX
Advanced Lip Balm SPF 30	XX.XX
Advanced Lip Balm in Blush	XX.XX
Advanced Lip Balm in Teddy	XX.XX
Soothing Lip Glaze in Twirl	XX.XX
Soothing Lip Glaze in French Toast	XX.XX
Ultra Shine Gloss Stick in Cheeky	XX.XX
Ultra Shine Gloss Stick in Blushed Almond	XX.XX

Rituals Skincare is available at Rituals Cosmetics stores, selected department stores, and at [RITUALS.com](https://www.ritualscosmetics.com).

[About Rituals | Facts & Figures](#)