



# The History of Lipstick & What is Lipstick Made Out of?

## Why natural lipstick is your lips' best bet

A common myth about natural lipstick is that you need to sacrifice color payoff, vibrancy, or staying power for safer ingredients. **WRONG**: the proof is in the pigments. Sure, anyone can add shea butter or vitamin E to lipstick. But the pigments are where most brands lose any chance for a 'natural' lipstick formula.



## A History of Lipstick

Since the 1950s, lipstick has been a beauty staple for the modern woman. However, the real history of this small and mighty cosmetic accessory dates back centuries earlier. It all started with Islamic chemist and cosmetologist Abu al-Qasim al-Zahrawi, who crafted the first molded form of lip color.

Centuries later, Queen Elizabeth I immortalized the image of coloring one's lips. Her stark white face and bold, red lips led to a brief red lip color trend in the 16th century. At that

time, [what is lipstick made of](#) and how it was made from a blend of beeswax, which the Chinese used some 1000 years earlier to protect their delicate lips.

## So What Is Lipstick Made Of?

Ready to hear what's in the average stick of lipstick? Are you sure you're ready? Then let's start with those sneaky animal byproducts we mentioned since they're downright nasty. Carmine is a common red colorant found in many popular lipsticks today. Its red pigment is sourced from the carcasses of the female cochineal beetle. 70,000 cochineal beetles must be crushed and killed to produce 1lb of dye.

## A Better Way to Wear Lip Color

We see lipstick as one of the most classic, impactful forms of cosmetic expression. There's a perfect natural shade to make any skin tone feel beautiful, and we believe in spreading that feeling as safe as possible. That's why we've opted out when it comes to using any animal byproducts and toxic heavy metals in our natural lipsticks. Instead of these conventional ingredients, we've formulated dozens of healthy, natural lipsticks.

## Conclusion

We've done all we can to make the best vegan, natural lipstick for the world to enjoy. We know that the hard work — and scrupulous ingredient sourcing — is worth the results. We feel passionate that by giving you safe, beautiful lipstick, you can rest easy. You can know that what you're putting on your lips is bug-free, animal-free, and heavy metal-free.

Nobody should ever have to choose between beauty and safety, and that's why 100% PURE was born. We're changing the world with makeup, one tube of natural lipstick at a time.

Read Our Complete Blog at <https://www.100percentpure.com/blogs/feed/what-s-in-your-lipstick>

