

LOOK
ACADEMY





LOOK LIPS™

OUR STORY

LOOK Academy Cosmetics is an officially certified Australian-made, pure mineral makeup, cruelty free and contains no nasty ingredients. It is made as naturally as can be without compromising product performance.

The makeup was developed in collaboration with some of the leading makeup artists working in Australia's celebrity, fashion, TV and movie industries.

LOOK is the brainchild of Guy Venables, founder of LOOK Management and Production Australia's first creative artists' management and production company (est 1990) producing premium imagery for magazines, fashion labels, brands and ad agencies in Australia, NZ and SE Asia.

LOOK's makeup and stylist division specialised in making celebrities and models look fabulous on camera for over two decades.

In 2010 LOOK's casting rooms were turned in to makeup academies on weekends, allowing women of all ages to learn personal makeup skills from makeup artists working at the top of the industry.

LOOK's range was developed in 2013 and had to pass the exacting quality control of a panel of Australia's top make-up artists. The result is simply beautiful professional quality makeup that was sold exclusively in the Sydney & Melbourne Academies and became the makeup secret of over 24,000 women until Covid closed the classes in 2020.

For the first time LOOK Academy Cosmetics is now available to the public and has re-launched with a signature lipgloss that is a cruelty free, sassy, gently plumping, velvet smooth, highly moisturising and nourishing luxe lip gloss featuring a light and a mirror.

The rest of the product range is already fully developed and will be released over time in order to manage LOOK Cosmetics roll out to the market.

The Range includes-

Mineral Face Primer, Liquid Foundation Concealer, Eyelid Primer, Highlighter, Eye and Lip Pencils, Lipsticks, Brow Butter, Eye Shadow Palettes, Highlighting Palette, Contouring Palette, HD Finishing Powder, Bronzer Powder, Mascara, Vegan Brush Sets.



OUR SHOOT PRODUCTION HERITAGE

Click here to see us at work on set with Sarah Jessica Parker in Manila for SM Aura.
https://www.youtube.com/watch?v=qvf_eAZnnnM

Guy Venables - Exec Producer / LOOK Academy Cosmetics Founder
Daniela Federici - Director / Photographer



LIPS ARE MADE FOR LOVING... LOVE YOUR LIPS!

THE COLLECTION

VIXEN



A FORCE TO BE RECKONED WITH...

Persuade with confidence Suited to all hair and skin tones, Vixen lifts the complexion and adds light to the lips.

Spirited, Elusive, Fierce, and Foxy

RRP-\$36.0

0

DELICIOUS



INSATIABLE, MOUTHWATERING, AND READY TO STEAL ANY MOMENT...

Admirers are just people hungry for more. Give them a taste of the sweet candy pink with cool undertones that adds life to all complexions.

Luscious, Insatiable, and Enchanting.

RRP-\$36.0

0

SASSY



SHARP TONGUED WITH AN EVEN SHARPER LOOK ...

Sub: Witty and pretty paired with this cheeky caramel-nude shade. Give your lips a hint of colour, then say it all with a bold, winged eye.

Saucy, cheeky, bold, and spontaneous

RRP-\$36.00

MISCHIEF



OUR MISCHIEF-MAKER ..

Why play nice when you have Mischief on your mind? A subtle soft magenta hue that fills your lips with natural colour and a blast of shine.

Playful, Cheeky smiles across the room

RRP-\$36.0

0

SIREN

MYSTIC

FLIRTATIOUS

MUSE



COLLECTION
EXTENSION
PROPOSED SHADE
NO. 8

THE ONE AND ONLY
BOLD BEAUTY ...

ENCHANTED
SPELLBINDING ALLURE
...

A PROVOCATIVE AND
PLAYFUL LIP-BITING
BEAUTY ...

INSPIRING AND
ALLURING

Say it with your lips in the original bold crimson. Glide on confidence. Siren doesn't just make a statement, she is the statement.

Add a little magic to your lips with the gloss that's brewed to bewitch with a vinyl-glass finish. Elevate and accentuate your natural beauty with a long-lasting, hyper-hydrating formula perfect to wear alone or layered.

Embrace the flirt you were born to be with this sultry, subtle lip gloss. Glide on this ultimate nude for the perfect no-makeup look, or team it up with a sultry smokey eye.

Gentle playful and provocative. An inspiring mix.

Seductively Beautiful,
Charming, and Beguiling

Elusive, sensual,
and charming.

Playfully provocative
and arousing.

Considered, Inspiring
and Stimulating

RRP-\$36.0
0

RRP-\$36.0
0

RRP-\$36.00

RRP-\$36.0
0

IT'S ABOUT BEAUTY.....
IT'S ABOUT BEING UNASHAMEDLY YOU.

- Mirror and light-up wand for flawless application.
- Hydrating glide-on formula.
- Long-lasting luscious lips.
- Active lip plumping ingredients.
- Intensely moisturising and nourishing.
- Reduces lip lines, scaling & cracking
- No smudges, feathering, or bleeding

<<



COLLECTION FEATURES

SIGNATURE INGREDIENTS

Whether you're after a lasting glass finish or more of a sheer veil of colour, our hydrating formula delivers. With a specially angled application pad, our lipgloss glides over lips delivering the ideal shade for your skin tone, as well as a generous dose of moisturizing protection.

Available in seven stunning shades, Look Lips is boasts both an application mirror and a light, ensuring perfect application every time.

Our signature ingredients include Australian native superfood Kakadu Plum, which is packed with antioxidants and one of the highest concentrations of vitamin C in the world, Vitamin E which is well known for cell regeneration.

LOOK Lips signature fragrance is Lemon Verbena, a zesty uplifting yet calming scent that will help to brighten your mood with each application.

INGREDIENTS

Hydrogenated Polyisobutene (and) Ethylene/Propylene/Styrene Copolymer (and) Butylene/Ethylene/Styrene Copolymer. May contain +/- Mica, Ricinus Communis Seed Oil, Titanium Dioxide, Kakadu Plum, Tocopherol (Vitamin E), Fragrance (Lemon Verbena), Yellow #5 Lake dye, Yellow #6 Lake dye, Red #6 Lake Dye, Red #7 Lake Dye, Red #21 Lake Dye, Red #27 Lake Dye, Red #33 Lake dye, Blue 1 Lake Dye, Tin Oxide & Iron Oxide CI (77491).



LEMON VERBENA

Wn aromatherapy, this aromatic herb is used to reduce anxiety while enhancing concentration and focus, the gentle perfume of LOOK Lips uplifting signature fragrance helps you to keep your cool in even the steamiest of situations. Every gentle zesty waft of LOOK Lips Lemon Verbena fragrance is an like a burst of well-being with antioxidant goodness packed into every application.

VITAMIN E

Breathe life back to your lips with Vitamin E. Intensely nourishing and hydrating, Vitamin E moisturises and promotes intense hydration and cell regeneration keeping your lips soft, supple, and irresistible day and night.

KAKADU PLUM

The plum's natural abundance of Vitamin C boosts collagen production in the lips helping to repair stressed skin, increase suppleness, reduce fine lines and assists plumping.

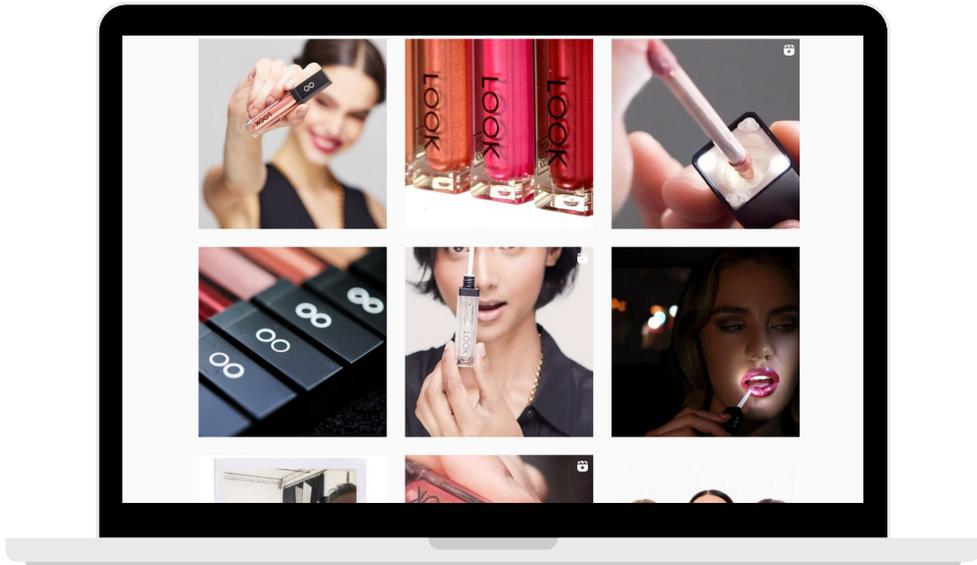
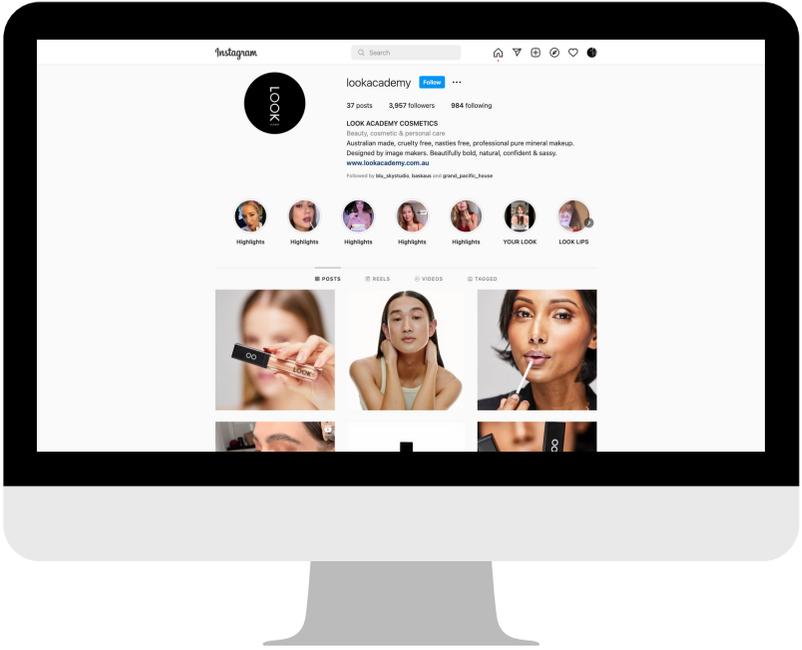
This deliciously nutritious plum has been well known to Australia's First Nation's people for millennia and is revered for its all round healing and restorative properties including its topical use for skin repair.

<<

INGREDIENTS



Shattering Beauty Norms.
Celebrating natural simplicity.



SOCIAL MEDIA

INFLUENCER OUTREACH

Our Influencer outreach activity programme commenced in February 2022, and LOOK Lips is already gaining rave reviews.

Notable endorsements already received.....

Highlights Reel

<https://www.instagram.com/stories/highlights/17942538880708833/>

Tottie Goldsmith

https://en.wikipedia.org/wiki/Tottie_Goldsmith

https://www.instagram.com/tottie_goldsmith

Kyla Kirkpatrick - Real Housewives of Melbourne S5

<https://www.instagram.com/thechampagnedame/?hl=en>

Bianca Dye -SEA Radio brekky show host SEA Gold Coast 90.9 FM

<https://www.instagram.com/biancadye/>

Hannah Brauer -New Netflix series Byron Baes.

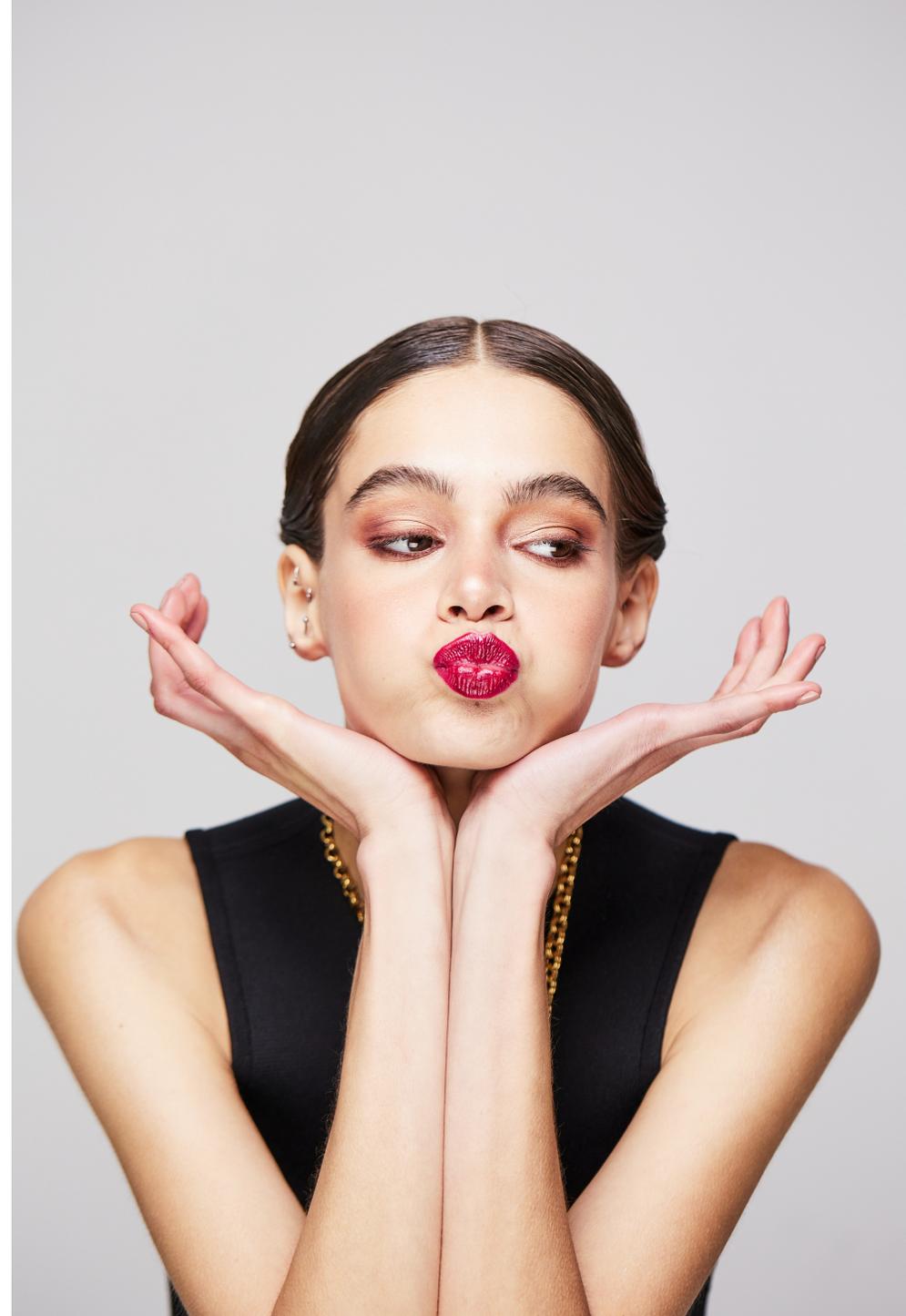
<https://youtu.be/h0aDL2QkGtg>

Hannah McHutchinson-Tik Tok star

<https://www.instagram.com/hannahmchutchison/>

Jasmine Stringer- Runner-up Miss World, Australia

<https://www.instagram.com/stories/highlights/17942538880708833/>



REVIEWS

CUSTOMER REVIEWS



Write a review

Most Recent ▾

- N** ★★★★★ 01/20/2022
Nicky Harvey
International Vixen Gloss
Well what a great find... all the way on the other side of the world - shipped from Sydney all the way to London! My number one gloss!! X
- S** ★★★★★ 01/12/2022
Shelley Williamson
Best Lip-gloss...
The colour is amazing and my lips feel amazing... great concept with the light and mirror. :-> x
- M** ★★★★★ 12/15/2021
Melanie Shaw
Vixen Gloss
I love this gloss ...as it feels so smooth and moisturising. This colour is my favourite and I love the name - suits my personality! The mirror is awesome 🍷❤❤
- M** ★★★★★ 01/24/2022
Melissa C
Beautiful Red Lips
Can't get a better colour than this one! The gloss is far better than lipstick. I love it!
- T** ★★★★★ 01/12/2022
Tara Rain
Go Bold...
I usually go for the natural look although for Christmas I wanted to try something completely different. The color is fantastic my lips matched my red sassy outfit and the boys were all turning their heads.... thanks for creating a sexy lipgloss.
- J** ★★★★★ 01/20/2022
Jessica Laws
Playful
What a lovely gloss. It makes my lips look soft, larger and shiny!
I'll definitely be buying more!
- T** ★★★★★ 01/12/2022
TLR
Mischievous is my middle name..
Love the name, very mel! My lips look great with this gloss. the fragrance the texture is wonderful.... recommend this with 5 star ratings. x
- E** ★★★★★ 02/21/2022
Verified Elizabeth
Perfect Pout
I actually bought these for my daughter but I have kept them for me! I love the colours, the consistency and how moisturising they are. I am now planning on buying them again for my daughter and my friends too. Huge fan!
- M** ★★★★★ 02/03/2022
Verified Mina Marasco
I like the colour & texture of the lip gloss
- C** ★★★★★ 01/24/2022
Cindy Saptal
Keeping it natural
What a lovely natural lip gloss. barely and tell you have anything on your lips. smells amazing makes my lips look shiny and plumped!
- M** ★★★★★ 01/12/2022
Maree
Natural highlight for your lips
I dont wear much lipstick and like to keep my lips natural and this is so good to give your lips a lovely shine looks natural and makes my lips look sensual. Best natural lipgloss.





LOVE YOUR LIPS