



# NEWS

## For Immediate Release

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## Atlanta Women Paint Their Lips Red in Buckhead

**Atlanta, Georgia – July 31, 2017** The Paint Your Lips Red Experience and Launch party was hosted by NARS Cosmetics at The Shops of Buckhead. To add more excitement to the celebration, July 30<sup>th</sup> was proclaimed as Paint Your Lips Red Day in Atlanta, Georgia by the Mayor of Atlanta's office. More than 100 women came out to support Founder, Dr. Karmetria Burton in her effort to empower and equip women with the 10 habits of women who paint their lips red.

Paint Your Lips Red (PYLR) is a global movement to empower, equip, create awareness and become a daily reminder for women to use their voice and watch the magic that happens through the power of wearing red lipstick.

The movement started as a social media challenge and is now a movement. Women have found their shade and their groove through the power of the paint. The red lipstick has united women in sisterhood, allowed them to share their personal story while encouraging them to be fearless, be fierce and most of all be feminine.

Dr. Karmetria Burton is excited about the PYLR movement and adds "A woman's red lip is equivalent to a man's power red tie. It gets noticed. It signifies boldness, power and intention. PYLR is a movement for women to increase their self-awareness, increase their leadership and to give back through service all through sisterhood.'

For more information on the Paint Your Lips Red Foundation, visit our website at [www.paintyourlipsred.com](http://www.paintyourlipsred.com) or email [hello@karmeriaburton.com](mailto:hello@karmeriaburton.com).