

Chad Hunter
Product name: Boots No7
Stay Perfect Lipstick - Mischief
SPEC AD

HEADLINE: This time, let Mischief make *you*

SUBHEAD:

COPY:

Mischief.
Misbehavior.
Naughtiness.

All our lives we're told to not make trouble. We're told to Stay Perfect. But who can resist the vibrant crimson of NO.7? It's creamy and moisturizing formula can spice up any lips begging for 8 hours of simmering intensity.

Whether applied straight from the tube or with a lip brush, No. 7 gives a tempting and professional look while being easily available from any store. Who could resist a little temptation?

Misbehavior and naughtiness. How about deep red and a good time?

Make a little Mischief and let it make you.