

## **Restock alert! utan Pen is the lip service that has got us all talking...**

No, this is not a drill. The UK bestseller and gateway to effortless DIY freckles and long-lasting overlined lips is back. utan Pen is available now for pre-order on [utan.co.uk](http://utan.co.uk).

**What makes the utan Pen unique?**



Photo: Courtesy of [utan.co.uk](http://utan.co.uk)

The world's first gradual tanning freckle and lip stain pen is officially available for pre-order, and it is well worth the hype. With its natural finish, easy-to-use applicator, and naturally derived formula that is vegan-approved and kind to sensitive skin, the pen helps achieve that

barely-there      makeup      look      inspired      by      Hailey      Bieber's      viral



Photo: Courtesy of [utan.co.uk](https://utan.co.uk)

Strawberry Girl look in seconds. This pen is an ideal go-to option for those who want coverage with added texture for a sun-kissed look—no airfare needed.

Dubbed the 'real-life freckle filter, the utan Pen's patent-pending, versatile gel formula is buildable and waterproof, making it smudge-proof, sweat-resistant and virtually undetectable once set. The secret? The DHA active ingredient develops to match the wearer's skin tone. Faux-freckles locked in, the applicator pen doubles as a lip liner, giving the illusion of plump, overlined lips and a more prominent cupid's bow when applied.

**Where to purchase the utan Pen**



Photo: Courtesy of [utan.co.uk](http://utan.co.uk)

Utan's signature pen currently retails for £18 and can be preordered via their official website, [utan.co.uk](http://utan.co.uk). Dispatch will commence on April 3<sup>rd</sup>. For a limited time, the freckle and lip stain duo is also on a promotional offer of £15.99, available exclusively on [Superdrug.com](http://Superdrug.com) until March 25<sup>th</sup>.

### **The backstory**

Founded in 2012 by Rebecca Mone, utan is the UK's leading self-tanning brand. Formulated with on-the-go beauty lovers in mind, utan creates innovative, easy-to-apply self-tanning solutions that are kind to skin, PETA Vegan, and cruelty-free-approved. Their philosophy in a nutshell? Less harmful UVs, same glowy complexion. From their bestselling Tanning Water to Exfoliating Mylks, utan's patented formulations prioritise organically derived ingredients to deliver the best at-home results for all skin types and tones. This means no overpowering scent, a streak-free finish, and minimal transfer for confident everyday wear.