



# Good Skin, Good Mood

Lip Juice Balm inspired by your morning drink — glossy, fruity, and skincare-soft.

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meet the flavors

EVERY tint tastes like a good morning

<div>Berry Box</div>	<div>Peach Press</div>	<div>Soft Mauve Glow</div>	<div>CHERRY JAM</div>	<div>MOCHA MELT</div>
<div>Strawberry</div> <div>bright pink, juicy shine, the perfect “wake up” tint.</div> <div>\$1299</div>	<div>Peach</div> <div>warm coral flush, sweet like your first sip.</div> <div>\$1299</div>	<div>Lilac</div> <div>soft mauve-pink glow, cool and calm.</div> <div>\$1299</div>	<div>Cherry</div> <div>warm mocha nude, smooth like your latte.</div> <div>\$1299</div>	<div>Mocha</div> <div>deep wine gloss, bold but effortless.</div> <div>\$1299</div>

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## What Makes Us Different?

skincare-soft makeup

playful, not performative

designed to make you smile

inspired by everyday life

clean + kind

color that behaves like skincare

real, not filtered

### the glowly lip look

not glossy. not matte. just glowly.  
like skin but shinier  
like juice but softer.

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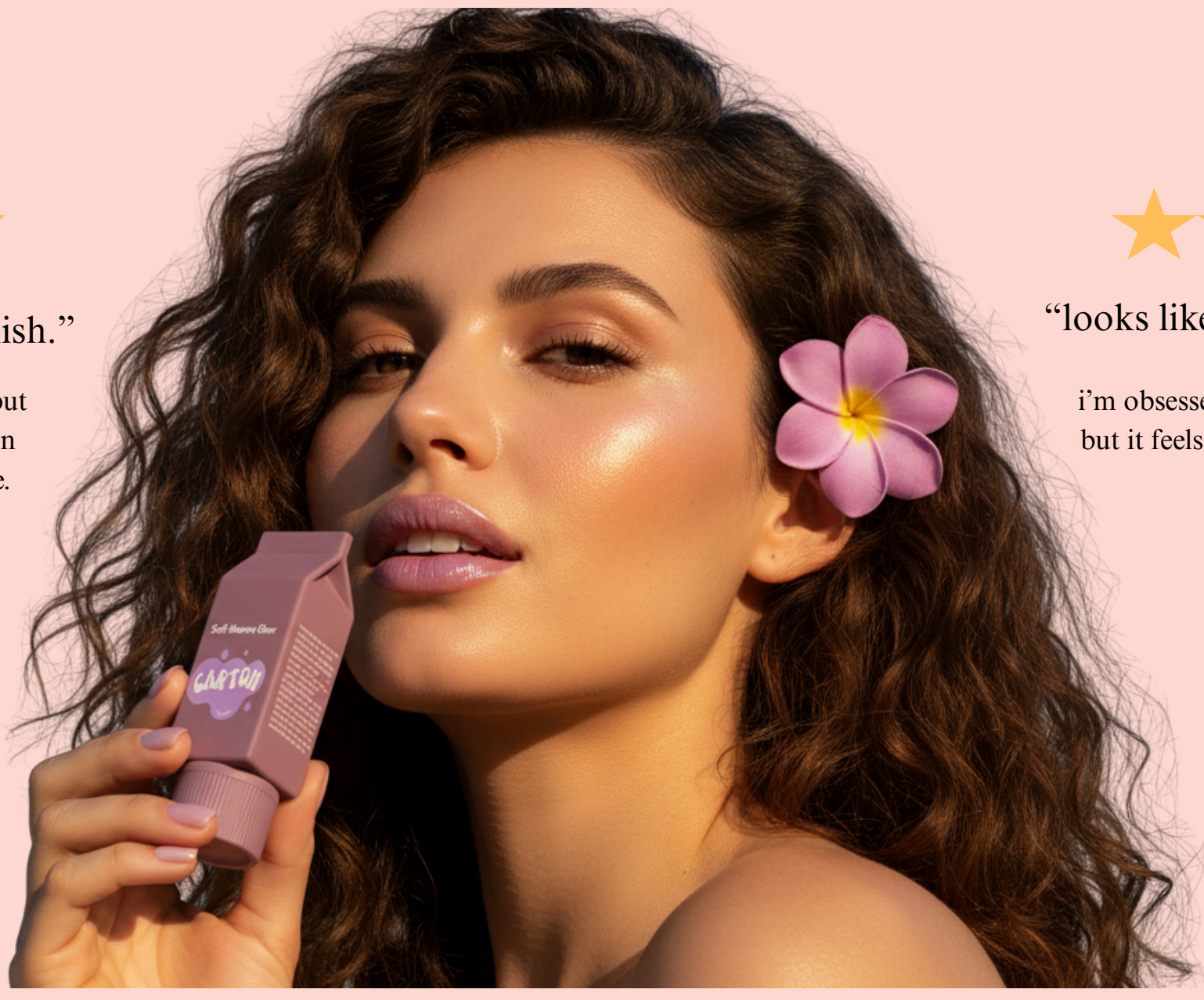
## What Do Our Customers Say?



“the only balm i actually finish.”

i’ve tried every lip product ever, but this one feels different. It melts in instantly, no stick, no fake shine.

— @sof.glow



“looks like gloss, feels like nothing.”

i’m obsessed. my lips stay shiny for hours, but it feels like i’m wearing nothing at all.

— mia j.



get your daily pour

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### everyday beauty poured fresh.

clean, vegan, and made for people who like their makeup the way they like their mornings: soft, simple, and satisfying.

#### Shop

- lip juice balm
- flavors
- gift sets (coming soon)
- restock updates

#### About

- our story
- what makes us different
- sustainability
- the pour (journal)



#### Help

- contact
- shipping & returns
- faq
- terms & privacy

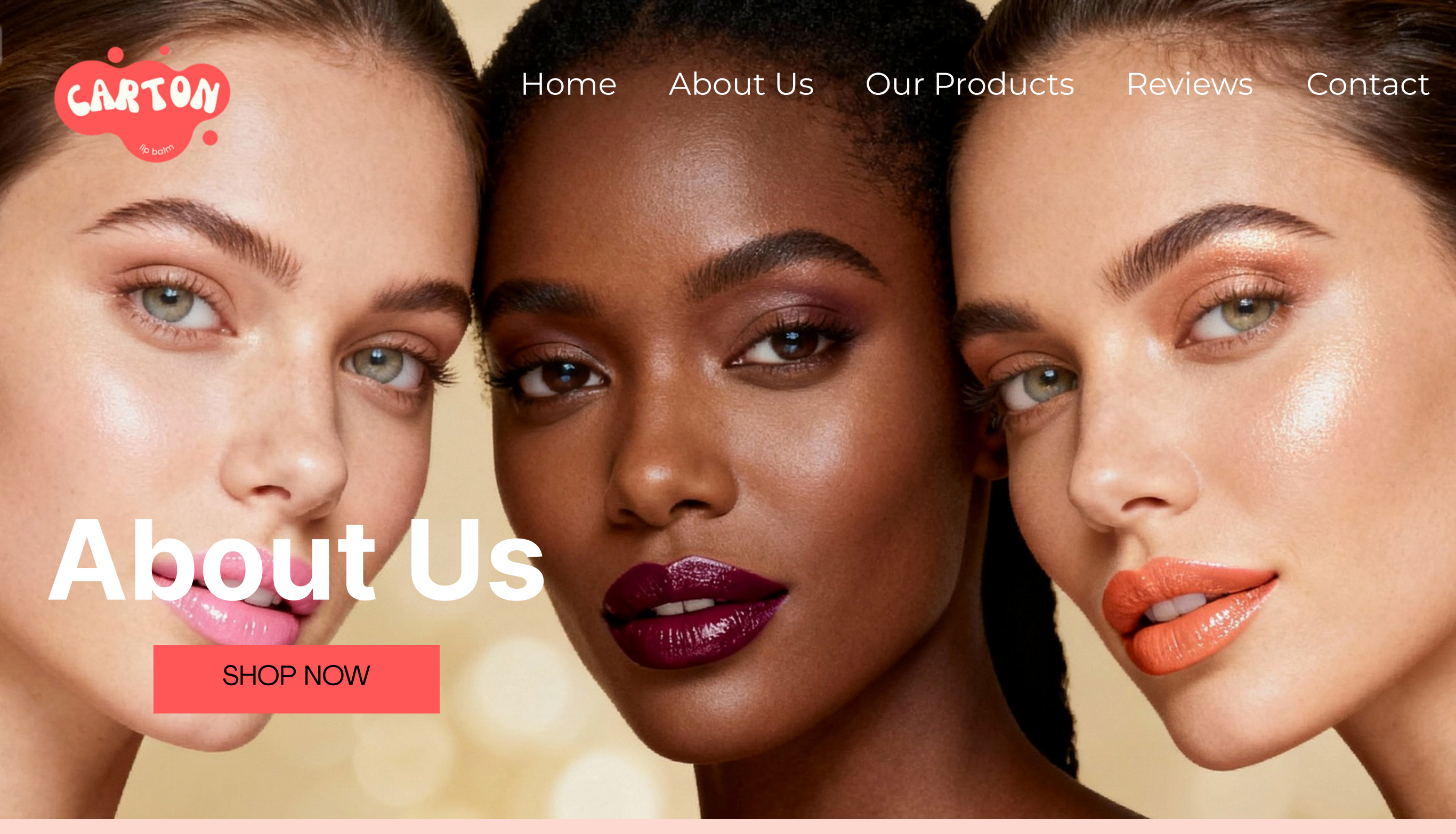
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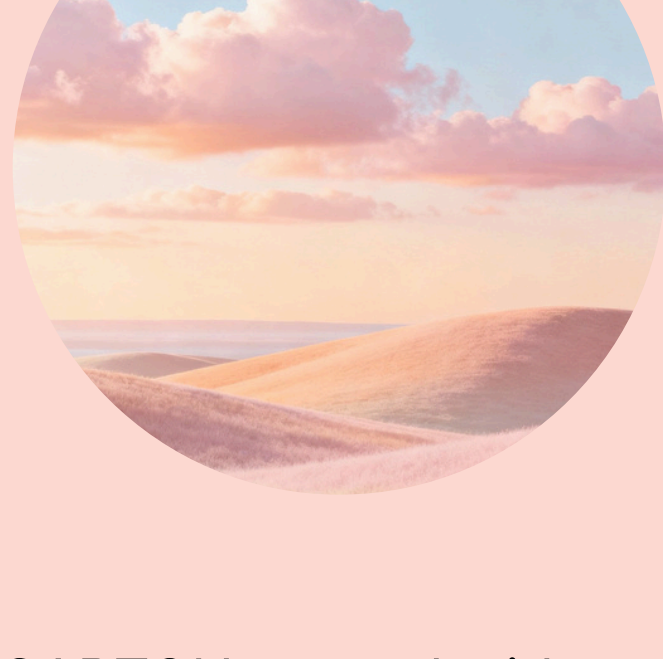




# About Us

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## Our Beginning



CARTON started with a simple thought:  
what if makeup felt like your morning drink — easy, comforting, and fresh every time?



we didn't want heavy routines or 20-step tutorials.

we wanted the same calm joy as opening your fridge, picking your favorite drink, and starting your day.

so we made CARTON beauty that's soft, juicy, and designed for real life.

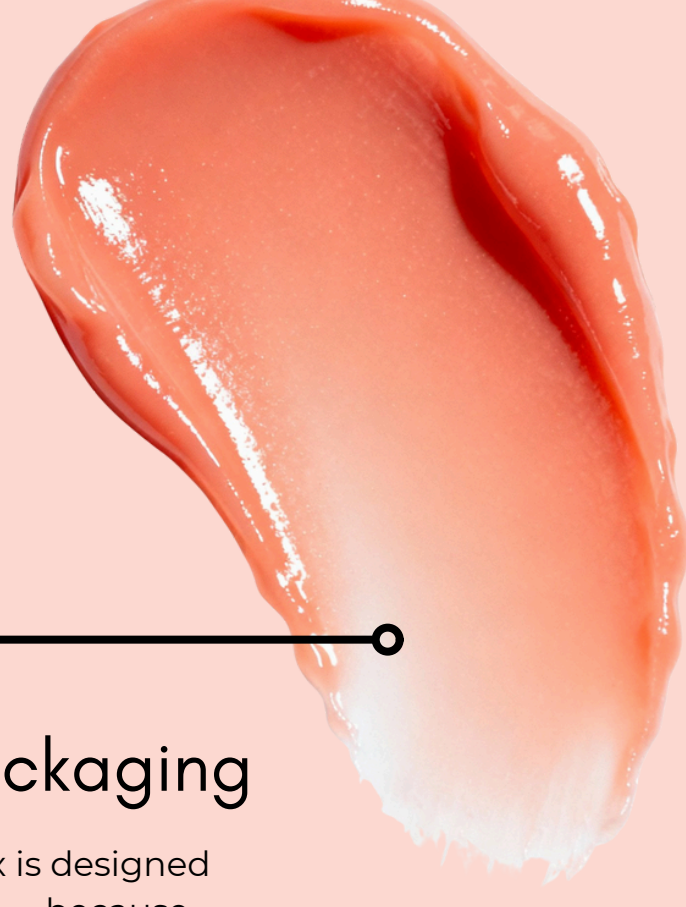
## What Makes Us Different?

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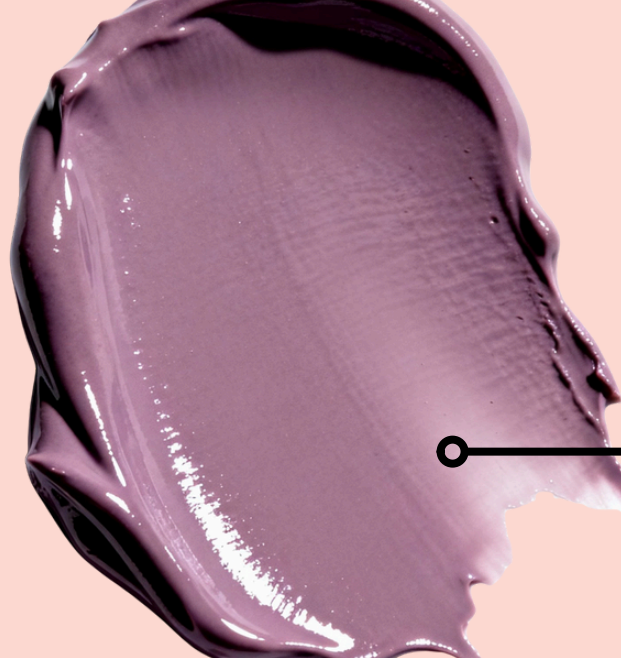
### cruelty-free & vegan

we never test on animals, and we never use animal-derived ingredients — just formulas made with kindness from start to finish.



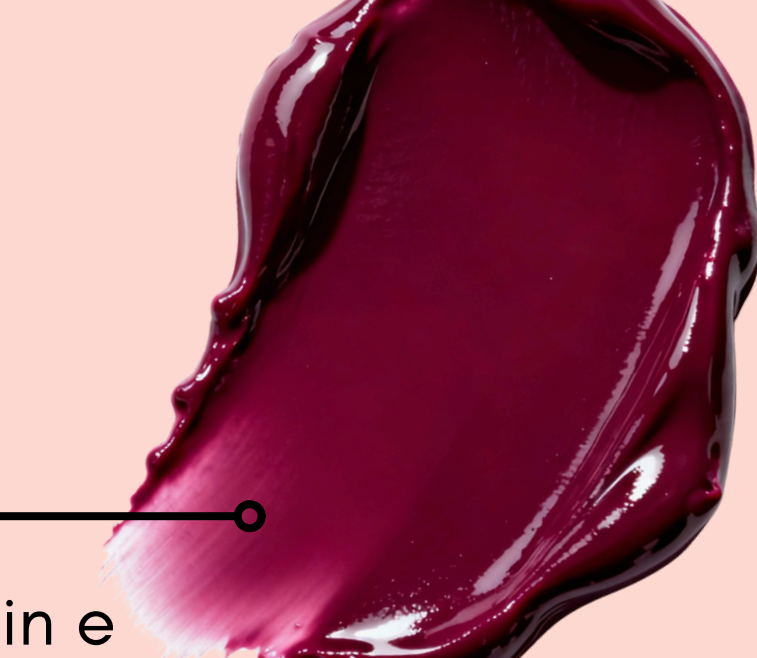
### recyclable packaging

every carton, cap, and box is designed to be reused or recycled — because looking good shouldn't come at the planet's expense.



### clean, conscious ingredients

we skip the heavy fillers and mystery chemicals, choosing gentle, skin-loving ingredients you can actually feel good about.



### made with fruit oils + vitamin e

our formula blends nourishing fruit oils and vitamin e for deep hydration and that soft, healthy lip glow — skincare dressed up as makeup.



### designed to melt in, not sit on

the balm glides on like butter and sinks in instantly, leaving behind a glossy finish that feels natural — never sticky, never heavy.

## Our Aesthetic — glossy simplicity



our world is pastel, milky, and a little nostalgic — like sunlight through iced coffee, or lip gloss after brunch.

we keep it clean, but never cold. simple, but never boring.

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## Our Promise

we shoot everything in daylight, on real skin.

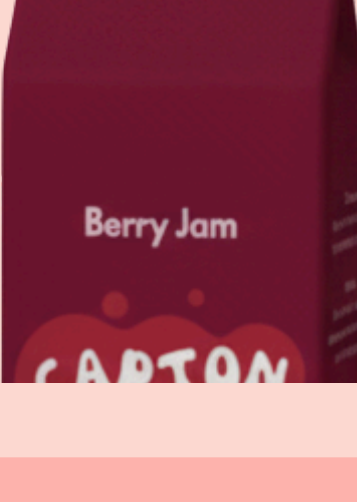


we want you to see how CARTON actually looks — because shine shouldn't need editing.

## The Future

we're just getting started.

From new shades to new textures, we're creating products that make everyday beauty a little brighter.



everyday beauty poured fresh.

clean, vegan, and made for people who like their makeup the way they like their mornings: soft, simple, and satisfying.

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- [contact](#)
- [shipping & returns](#)
- [faq](#)
- [terms & privacy](#)

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- [contact](#)
- [shipping & returns](#)
- [faq](#)
- [terms & privacy](#)

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non-sticky, fruity, and vegan  
powered by fruit oils + vitamin e

NEW FLAVORS!

# LIP JUICE BALM

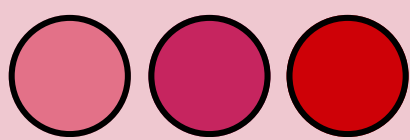
smooth, juicy color in 5 fresh shades made to sip,  
swipe, and smile.

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## Berry Box

A bold, juicy red that adds  
instant confidence and  
classic allure



## Peach Press

A bold, juicy red that adds  
instant confidence and  
classic allure



## Soft Mauve Glow

A dreamy, soft shade that  
whispers elegance and  
calm.



## Berry Jam

A rich, sultry hue that blends  
sophistication with modern edge.



## Mocha Milk

A smooth, cozy nude-brown that  
evokes warmth, comfort, and  
quiet confidence.



hydration so glossy, it's almost drinkable.  
smooth, skincare-soft shine in 5 juicy shades  
made for everyday wear.

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faq

terms & privacy
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## what people are saying

we didn't make CARTON to go viral — we made it to be finished, loved, and re-bought. now it's living in bathroom shelves, desk drawers, and tote bags everywhere.



“it's giving morning glow.”

lilac makes me feel put-together even when i'm half-awake. glossy, soft, and smells like breakfast.

— @heyitsjo

## “better than gloss, easier than balm”



“the perfect everyday swipe.”

i've stopped carrying five lip products — now it's just carton. one swipe and my lips look hydrated all day.

— ashley r.



## shine that feels clean

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