

Sephora's 5 Best Selling & Highly Rated Lip Products of 2025

With the holidays around the corner, it's time to stock up on Sephora's best selling lip products including lip treatments, glosses, liners, and a mask. The high demand of these products through social media content creation and word of mouth made these best sellers fly off the shelves multiple times this year. Featured in many influencers' product reviews and advertisements throughout the year. Think you can name the top 5?

Treat Yourself, You Deserve It!

Whether you're buying a lippie for yourself or someone you know, everyone deserves to own a product everyone raves about. Sephora's beauty products are for everyone, reward yourself with a product that everyone loves and purchases time and time again.

1. Summer Fridays Lip Butter Balm \$24 (Left)

With many decadent scents and shades to choose from, it's a favorite for a reason.

From a classic Vanilla to Sweet Mint, there's an option that everyone can enjoy.

This lightweight formula goes on smooth and appears as a thin lip gloss. A beautiful product to wear with your everyday lip combo, or a conditioning lip balm to moisturize throughout the day.



2. Tower 28 Shine-On Lip Jelly Hydrating Lip Oil \$16 (Right)

Lip oils were all the rage for beauty products in 2025. Tower 28, a clean beauty company produced a best selling lip oil highlighting their non-sticky formula. This lip oil is more nourishing compared to a typical lip gloss, although they appear very similar. Tower 28 made a sheer formula with neutral and pink shades that look beautiful on anyone and can be worn beautifully on their own or on top of other lip products.

3. Charlotte Tilbury Pillow Talk Lipstick & Liner Set \$25 (Left)

Charlotte Tilbury's infamous bestselling lip shade, Pillow Talk, in a liner and lipstick form. This shade is a perfect pinky-nude that looks natural on almost everyone. Since this color took off, Charlotte has now made PillowTalk Fair and Deep to be more inclusive. This shade in particular is a highly rated gift set and is well loved by all beauty lovers.



4. Olehenriksen Pout Preserve Hydrating Lip Peptide \$23 (Right)

Releasing after Summer Fridays, this “knockoff” of a product quickly grew satisfaction between beauty consumers. Citrus Sunshine, Olehenriksen's best selling scent along with others are filled with plumping and hydrating components for your lips with tinted shades. This product is typically used on its own as the benefits of the treatment outperform its competitors.

5. Laneige Lip Sleeping Mask \$24

Popular for its Berry flavor, today, Laneige has produced multiple new shades filled with fun flavors such as Hot Cocoa and Gummy Bear. With not so many competitors for this product, this thick formula remains an outlier in the lip mask industry including overnight hydration and rejuvenation.

