

# PAINTING YOUR LIPS RED

WITH DR. KARMETRIA BURTON

Dr. Burton talks self-awareness in the female community, social standards, and her current endeavors.

By Britni Jennings

Dr. Karmetria Burton is the true definition of a trailblazer. Creating her initiatives catered toward feminine power, she uplifts women of all colors and creeds through the power of femininity. With an extensive background in coaching and mentoring entrepreneurs, training, and human resources, she is more than qualified in helping lift communities. We caught up with Burton to discuss her amazing movement.

## Tell me about the movement, *Paint Your Lips Red*.

So it's called *Paint Your Lips Red...And Watch the Magic*. I was judging a pageant for college girls to win scholarships. I was getting my makeup done like normal, and I was asked what color I wanted for my lips. I said "red." I'd worn red lipstick before, but for some reason that day was different. I looked in the mirror and was like well, 'I think red lipstick is a sign of being more self-aware.' I began to call all my girlfriends and ask them if they wear red lipstick, and if so what it means to them. Hands-down, everyone said yes and when they wear it, they feel like they're kicking butt and taking names. I've even had a few girlfriends say they would put on red lipstick with no makeup, as a way of saying, "here I am world." So I started doing my research and looking at Cleopatra and Queen Elizabeth and seeing how it's always been a part of fashion and a place in history. I really want red lipstick to be a call to action for women to show up and be bold. It's an empowerment campaign to create awareness and a daily reminder for women to use their voice.

## How important is it for you to inspire women?

I think it's very important because it's necessary for women to use their voice. The women that came before us didn't have half the power that we have and they did more in my opinion. I'm really calling women to be more measured. What do I mean by that? We as women cannot do things mediocre; we have to do things in excellence. It is still very much a male-dominated world. Then being a minority woman just creates another level of obstacles for

us. I think it's important that we capitalize on everything women did before us, but let's women coming after us. *The Paint Your Lips Red Campaign* stands for self-awareness, service, sisterhood, and leadership. I really want to empower women through those four pillars. We really have to go back to being our sister's keeper. More importantly, we have to be way more self-aware. We have to own the things we don't like about ourselves, and begin to do something about it. We need to be better leaders, teachers, corporate executives; we need to show up. I want to really equip women to be leaders through the power of red lipstick.

## What do you think about the current social standard in the media?

I think the social standard is not very favorable in the media. I always tell people that reality TV is not my reality. I always tell people to be careful because it's called "reality." If that is your reality, then we have a challenge here. I really want women to be authentic, which comes through self-awareness. It comes from those ugly truths. Sometimes we may be insecure or lack confidence, and that's okay--own it. That's what the movement is really about.

## What would you say are key habits of women that paint their lips red?

- They show up!
- They are risk takers.
- They are authentic.
- They are confident.
- They collaborate and do not compete.
- They are poised.
- They are self-aware.