



life&style beauty

Bigger, fuller lips

*** In a perfect world, our skin would continually produce its own supply of collagen, deep within the dermis, maintaining a firm complexion and plump lips. Unfortunately, with age, the production of collagen slows down and in some cases stops, resulting in saggy skin and deflated lips. So it's no wonder that cosmetic companies are constantly trying to deliver products that promise plump, youthful lips.**

The innovator

The pioneer of lip-plumping lip colour, Marita Taberman Cocco, took the world by storm in 1998, with the introduction of Naked Kiss, the first ever cream lipstick to plump up lips. "Naked Kiss fulfilled every woman's desire to have a full, gorgeous pout," says Marita. "Its success was astonishing, so we added Liquid Kiss to the collection – a formula with high-gloss plumping action."

Today, there are a number of lip-inflating products, from Lip Spa – which makes lips look smoother and healthier, while helping to lock in lipstick colour – to the first-ever lip-plumping crayon, Le Crayon.



lip glosses

- 1 POUT PLUMP IN PIMENTO, \$38.
- 2 NAKED KISS PLUMP + POLISH CRÈME GLOSS IN PINK LEMONADE, \$19.95.
- 3 ELF PLUMPING LIP GLAZE IN RUBY KISS, \$2.95.
- 4 MAC PLUSHGLASS IN AMPLÉ PINK, \$35.
- 5 LANCÔME JUICY TUBES PLUMP LIP GLOSS IN WATERMELON SORBET, \$42.
- 6 NAKED KISS PLUMP + POLISH LIQUID KISS LIP GLOSS IN APHRODITE, \$19.95.

lip treatments

Want a lush pout like Angelina Jolie's? Try a lip plumper for sexy, kissable lips...

- 1 Sally Hansen Lip Inflation, \$13.95. Contains a swelling formula with peppermint, ginger and cinnamon. Lips are hydrated with vitamins A and E, and a gloss formulation gives immediate shine.
- 2 Naked Kiss Plump + Polish Instant Plumping Collagen Lip Treatment, \$34.95. Can be used as a base treatment or a stand-alone lipstick in a choice of four colours.
- 3 Naked Kiss Plump + Polish La Crayon, \$34.95. Plumps the lips and gives lasting colour.
- 4 Naked Kiss Plump + Polish Lip Spa, \$39.95. Three simple steps plump cracks and lines, intensify and lock in moisture, eliminate tightness and dryness, restore amino acids and collagen, and encourage firmness for a smooth finish.
- 5 Elizabeth Arden Ceramide Plump Perfect Lip Moisture Cream With Sunscreens, 15ml, \$42. The key ingredient Argireline, a potent

hexapeptide, helps reduce the appearance of superficial lines and wrinkles while plumping lips and leaving them soft and well nourished.

- 6 Skin Doctors Perfect Pout, \$39.95. This gel works in 60 seconds or less. As the lips engorge with blood, they also flush with a natural rosy colour, giving you a sexy "celebrity" pout.
- 7 Avon Beyond Colour Nutralush & Plump Lip Conditioner SPF 15, \$26.99. After one week, lips appear fuller, plumper, softer and firmer. Results improve with continued use.
- 8 Joey New York Super Duper Lips (Lip Pencil and Gel), \$38. Increases the volume of your lips using all-natural, safe ingredients, including honey. Lasts for hours. The lip pencil with vitamin E keeps lipstick from feathering and fading.
- 9 Naked Kiss Plump + Polish Collagen Booster Lip Treatment, \$19.95.

Combining a blend of botanicals, tea-tree oil, antioxidants, emollients and vitamin C, it provides protection, repair and plumping in one handy, clear lipstick.



lipsticks

- 1 COVERGIRL INCREDIFULL VOLUMISING LIPSTICK IN RIPE RASPBERRY, \$14.95.
- 2 NAKED KISS PLUMP + POLISH NAKED KISS DIVA LIPSTICK IN DIVA DRAMA, \$29.95.
- 3 NAKED KISS PLUMP + POLISH NAKED KISS DIVA LIPSTICK IN DIVA DELICATE, \$29.95.
- 4 ELIZABETH ARDEN CERAMIDE PLUMP PERFECT LIPSTICK IN PERFECT BLUSH, \$45.
- 5 RIMMEL FULL VOLUME LIPSTICK IN SUPER SEXY, \$14.95.



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