

It's New and How you apply Lip-Ink® Colour™



This is new to you - so what is Lip Ink®?

Lip Ink® - Think of a marker pen for the lips, it's a liquid organic colour 'stain' that you apply sparingly (in this case with a brush applicator – as above) to the lips as detailed below, and then you put the gloss on the top - apart from being long-lasting and totally smudge proof, you no longer leave all those embarrassing marks on cups, glasses, cheeks or other's lips!

Invariably once tried - you never go back to lip**STICKS**! But you do need to learn the technique to be absolutely successful.

Please note that LIP-INK® products may tingle, this reaction is normal. The sensation is due to the natural herbal and botanical ingredients

1. **Before** applying LIP-INK® COLOUR, cleanse your lips with the **OFF solution**. Using a soft cloth or a cotton pad gently, dab lips (never scrub). This will remove any remaining lip products or residue from your lips, as foreign matter will interfere with the performance of LIP-INK® Cosmetics.
2. Splash lips with water and pat dry.
3. If you line your lips, follow instructions above. If you do not use liner, please continue.
4. Apply a small amount of **LIP-INK® SHINE moisturiser** as a base conditioner and massage thoroughly into your lips.
5. **Shake** the vial of LIP-INK® COLOUR you have chosen against the palm of your hand until the beads move freely. Carefully remove the applicator wand **and wipe the excess back** into the vial. Remember to keep the vial in an upright position.
6. Apply colour to **relaxed** lips using the widest portion of the applicator. With a gentle even pressure move in one direction only. Do not blot. The slower the application the more colour is absorbed. Allow 10 seconds for LIP-INK® COLOUR to dry.
7. **Repeat the colour application twice for a total of three layers**, allowing ten seconds for each layer to dry

8. **Finish with a final coat of SHINE moisturizer.** A small amount will leave a slight sheen, if blotted a matte finish will be the result. A high gloss can be achieved by a liberal application. The SHINE can be applied throughout the day without disturbing your lip colour.

9. Remove LIP-INK® COLOUR by applying the OFF solution to a cotton ball, make-up pad or a warm, lightly moistened, dark coloured wash cloth. Press to the lips allowing a few seconds for the OFF solution to break down the pigment. Gently dab the lips (never scrub) to wipe away the finish, flipping the pad, or cloth as you do so. After colour is removed, splash lips with water and pat dry.

Applying LIP-INK® COLOUR to the inner portion of the lower lip can create the illusion of fullness. LIP-INK® COLOUR will adhere to areas where ordinary lipsticks will not. LIP-INK® COLOUR is more effective when applied in thin layers as opposed to thicker layers.

IMPORTANT REMINDER:

Upon first application of our classic Lip-Ink® colour, to ensure proper colour, you must first wipe the tip of the applicator. Please note that LIP-INK® products may tingle, this reaction is normal. The sensation is due to the natural herbs and botanical ingredients. Remember to open the vials carefully, as LIP-INK's® formulas are LIQUID. They can spill, or splatter and when in contact with clothing, carpet, etc. may stain. If spilt on clothing – first remove with Off Solution then cover with toilet soap and soak over night in warm water.