FULLER LIPS

THE SIMPLE DAILY ROUTINE FOR SMOOTHER, FULLER LIPS

A GUIDE TO LIPS THAT LOOK LIKE YOURS AGAIN



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WELCOME

Start here

If your lips look thinner than they did, if the edge has gone soft and fine lines have appeared above your top lip, you are not imagining it, and you did nothing wrong.

Lips change with age, with sun and with years of everyday habits. Some of that you can slow down, and some you can hide beautifully while you do.

These ten tips cost almost nothing and ask for about five minutes a day. You do not need a clinic, a needle or a special kit. Read one a day, or all ten tonight.

Before you start

- Pick two tips to start with, not all ten. Habits stick when they are small.
- Take a photo of your lips tomorrow morning in daylight. Tip 9 shows you why.
- Be gentle. Lip skin is thin, so firm rubbing and tugging never help.
- Patch test any new product on your inner arm first.

1

TIP 1 OF 10

Protect Your Lips From the Sun

Sun is one of the biggest everyday causes of lines around the mouth, and the lips are the part we forget to cover.

1. Use a lip balm with SPF every morning, not only on holiday.
2. Smooth your face SPF right up to the lip line and over the lines above it.
3. Top up the balm after a meal or a coffee, and wear a hat in strong sun.

HOW OFTEN

Every morning, all year round

2

TIP 2 OF 10

Ease the Pursing Habit

Lines above the lip deepen where the skin folds again and again, so small habits add up over the years.

1. Notice when you purse your lips: straws, concentrating, reading your phone, sipping hot tea.
2. Drink from the rim of a cup or glass instead of a straw.
3. Check in once or twice a day. Let your jaw drop and your lips rest gently apart.

HOW OFTEN

A quick check, twice a day

3

TIP 3 OF 10

Sleep Kind to Your Face

You spend a third of your life with your face against a pillow, and pressed skin creases.

1. Try sleeping on your back, with a pillow that holds your head steady.
2. If you are a side sleeper, switch to a smooth silk or satin pillowcase.
3. Skip the very high pile of pillows that pushes your face forward.

HOW OFTEN

Every night, a gentle change

4

TIP 4 OF 10

Keep Lips Soft and Leave Them Alone

Dry, picked lips look thinner and make lines look sharper.

1. Use a plain, fragrance free balm morning and night.
2. Do not lick your lips. It dries them out within minutes.
3. Never peel flakes. Soften them with balm and wipe away gently.

HOW OFTEN

Morning and night

5

TIP 5 OF 10

Exfoliate Softly, Not Hard

Smooth skin holds colour and balm better, so lips look fuller and fresher.

1. Put a little balm on your lips to soften them.
2. Wipe in small circles with a warm, damp soft cloth.
3. Rinse, pat dry and apply fresh balm.

HOW OFTEN

Once or twice a week at most

6

TIP 6 OF 10

Stop Lip Liner and Lipstick Bleeding

Colour travels into fine lines. A simple barrier at the edge stops it.

1. Dab a thin layer of concealer or lip primer around the outer edge of your lips, and blend it into the skin.
2. Draw with a sharp pencil that matches your lips, just on the natural edge, not outside it.
3. Fill in the lips with the pencil too, so the colour has something to grip.

HOW OFTEN

Every time you wear lipstick

7

TIP 7 OF 10

Choose Formulas That Flatter

Dry matte colours settle into lines and make lips look thinner. A little light does the opposite.

1. Pick creamy or satin lipsticks and tinted balms over flat matte ones.
2. Add a touch of gloss to the centre of the lower lip only.
3. Blot once with a tissue, then add a second thin layer.

HOW OFTEN

Whenever you put colour on

8

TIP 8 OF 10

Eat for Skin Strength

Skin is built from protein, and vitamin C is part of how your body makes collagen.

1. Have a source of protein at every meal: eggs, fish, chicken, beans, yoghurt.
2. Add vitamin C foods daily: citrus fruit, peppers, berries, kiwi.
3. Keep a glass of water close, because dry skin shows lines first.

HOW OFTEN

A little at every meal

9

TIP 9 OF 10

Photograph Your Progress

Change is slow, so it is easy to miss. Photos in the same light tell you the truth.

1. Stand by the same window, facing the light, with no make up.
2. Take one photo, relaxed, with your lips together.
3. Save it in an album and take another on the same day each month.

HOW OFTEN

Once a month, same light

10

TIP 10 OF 10

Slow Down Before You Fill

Filler is a big decision, so give it the time and questions it deserves.

1. Never book on the day you first enquire. Sleep on it.
2. Ask what is in the product, how it is removed if you dislike it, and what the aftercare is.
3. Look at photos of that person's real clients with natural results, not just the best ones.

HOW OFTEN

Take as long as you need

PLAN

Your first four weeks

Week 1	Tips 1 and 4. SPF balm and a plain balm, every day.
Week 2	Add tips 2 and 3. Watch the straws, try a silk pillowcase.
Week 3	Add tips 5, 6 and 7. Sort your make up routine.
Week 4	Add tips 8 and 9. Take your monthly photo.

Tip 10 is for whenever you need it. Keep the first photo from your Before You Start list and compare it with your week four photo.

MAKE UP BAG

Seven swaps for your make up bag

Swap matte for cream
Soft creamy formulas sit on top of lines instead of sinking into them.

Swap the gloss tube for a balm stick
Sticky glosses run into lines. Balms stay put.

Swap the dark liner for your own lip shade
A pencil close to your natural colour looks real and does not leave a hard outline.

Swap the old pencil for a freshly sharpened one
A blunt pencil draws a thick line that bleeds.

Swap the straw for the rim of the glass
One small change, many times a day.

Swap the cotton pillowcase for silk or satin
Less drag on the skin while you sleep.

Swap the nightly lick for a dab of balm
Keep one beside the bed and one in your bag.

ONE MORE THING

Helping from the inside



Everything in this book works on the outside. InnerLip works on the other side of the story: the soft cushion under your lips that thins with age.

Each serving of two softgels gives you 300 mcg of liposomal GHK-Cu copper peptide, with phytoceramides, hyaluronic acid, L-carnosine, biotin and a botanical blend of amla, gotu kola and argan.

Take two softgels a day with water, and keep up the habits in this book while you do. Most women look for changes from week eight.

Your InnerLip order is covered by our 90 day money back guarantee. One email and you get a full refund.