



28 Questions

Frequently Asked Questions that everyone should know!

Our mission vision and philosophy are all geared to empowering women to live their lives to their fullest potential. That is why we choose Empowerment over Glamour.

1. How do I apply the product correctly? See chart below:

SAFE PRODUCT USE: Please read through all instructions before opening LIP-INK® products. Feel the tingle! This is normal. If you experience any skin irritation or reaction, discontinue use of this product.

NOTE: Upon first application of our classic **LIP-INK® COLOR**, to ensure proper color, you must first wipe the tip of the applicator.

- ①** Begin by purifying the lips with **OFF SOLUTION**. This cleanses & exfollates. Splash lips with water & pat dry.
- ②** If you line your lips, outline with **LIP-INK® COLOR** now. Or use a liner brush & outline with **LIP-INK® COLOR**.
- ③** Next hydrate & sun protect your lips by massaging a small amount of **LIP-INK® LIP SHINE MOISTURIZER**.
- ④** To blend pigment, shake vial of **COLOR** against palm. This is a liquid use sparingly, open upright with care. If this is your 1st application, wipe the tip of the applicator with a tissue before use.
- ⑤** Relax lips. Using widest portion of the applicator, apply **COLOR** with even pressure, 1 direction only, without blotting. The slower the application, the more color is absorbed into the lips. Allow color (10 sec) to dry. Repeat this process twice for a total of 3 layers of color. This provides maximum protection.
- ⑥** Finish with a final coat of **LIP-INK® LIP SHINE MOISTURIZER**. Reapply as needed for maximum hydration & sun protection.

2. **What is the proper shaking technique to use with our Lip Ink® color/liner vial? Why must you do this?** Shake the vial against the palm of your hand rather than in the air until you hear the beads move freely. This technique allows the pigments in the vial to disperse properly after they have settled.

3. **Are Lip Ink® guaranteed smearproof color products compatible with other cosmetic company products?** No, our products are not compatible with other cosmetic company products. Our patented award winning guaranteed smearproof color products are unlike ALL other cosmetic products. Our products, for the lips, face, brows, eyes and cheeks they do not contain lead, propylene glycol, wax, preservative petroleum derivatives, photosensitive colors, coal tar dye colors, common allergens, carcinogenics, glycols, parabens, preservatives, animal fats, and cholesterol or lanolin, unlike all other cosmetic products on the market today.
4. **Why is less better? How do I use less?** Less is better because you can apply as many as three layers to increase the intensity of your color, so you don't want to put all three layers on at once. You can apply less by wiping off as much color as possible, from the applicator against the side of the vial, as you remove the applicator wand from the vial. To go even further you can blot off any additional color on a tissue to reduce the amount of pigment you apply and adjust your color to the shade you desire.
5. **How should I hold the Lip Ink® vial? Why? Hold your vial** upright and remove your color slowly, because our lip color is the consistency of water and it can spill and splatter if not used properly.
6. **How can I line my lips with the color of my choice for FREE?** You can dip a lip liner brush into our liquid Lip Ink® lip color vial and line your lips with the Lip Ink® color liquid on your lip liner brush. The more layers you apply, the higher the intensity of color can be achieved.
7. **How can I obtain fuller lips instantly without needles, lip plumpers, lip fillers, or other irritants?** Our Lip Ink botanical guaranteed smearproof technology is a multi patented encapsulation process, meaning that the botanical color penetrates through water and oil and encapsulates onto your lips, brows, around your eyes, and on your cheeks – giving you guaranteed smearproof results. This makes the color impervious to both water and oil and allows you to paint the inside, wet area of your lips. No other lip color is capable of this technology, which means no other color will adhere to the inside, wet area of your lips or make your lips appear fuller with no tell-tale line of where the color ends. This actually gives you another ¼” of lips that you never had before, revealing fuller lips without needles, plumpers, fillers, and other irritants.
8. **What is the Lip Ink® layering process? Why is it used?** Since our Lip Ink® colors are in a sheer liquid format, they can be applied to the skin in layers, up to three layers to be exact. You have the ability to layer color to match existing colors of currently used cosmetics and create new ones as you desire. One color over another is different than one color under another and of course you can always use the same color in one, two or three layers to create dimension and definition.
9. **How can I make over one-million colors?** Our colors are designed with the color wheel in mind. All of our colors are made from the primary colors (yellow, red & blue). Our patented layering process allows you to layer our colors, one over another to achieve your desired color. With the use of our Magic Powders, you can achieve a satin /glitter

finish by applying them in between any two layers of color. This allows you to achieve the unique color that fits you, your skin, and your lifestyle.

10. **What is the Lip Ink® blotting process? How is this useful?** You simply take a tissue to the end of your Lip Ink® color applicator and blot off the excess amount of pigment that you desire to reach the color you want. Then test it on the inside of your hand to get the color your desire before applying to the lip. This technique is useful as it allows you to make any color that is too dark for you lighter. For instance, you can take a red to a pink, an orange to a peach, or a full coverage color to a transparent color!
11. **Are Lip Ink® patented products wax free? Why?** All or most cosmetic products contain wax. When wax is present in a formula it needs full spectrum preservatives to minimize bacteria growth. Our products are Vegan, Kosher and natural, which means we do not use bees wax, synthetic wax or preservatives. This is good for the environment and good for you! For instance, the average woman ingests 4-9 lbs. of wax in a lifetime (that also includes all of the nasty preservatives bonded to the wax). That's a fact!
12. **Did you know that our products are natural, kosher, vegan, ECO friendly, and Green?** They are also award winning, hold over nine patents, and also meet the guidelines of being organic as they contain less than 3% of inorganic FDA regulated color and sunscreens.
13. **Did you know that our color products can be used on your lips, eyes, brows, face and nails and are guaranteed smearproof long lasting and waterproof, you can wear them through a meal and drinks, 24-7 even to bed?** We have specific products for the cheeks and some of our lip colors can be used in a multitude of areas. For instance, our Chakras and Wood Colors can be used as lip color and/or eye shadow. Our Shimmer Gels, Blushing Gels, Eye Shadow Gels and Magic Powders can be used anywhere on the lips, face, hair, and nails. Any of our lip colors can be used as a lip liner and our brow liners can be used as a lip liner, and to make things easy we also have eleven Lip Ink® Lip Liners that match eleven of our Lip Ink Lip colors.
14. **Did you know about our ECO friendly recycling programs?** We welcome all customers to visit our ECO museum at www.lipink.com. We support artists, and art classes that paint with our recycled returned Lip Ink® Color. Lip Ink customers can also participate in our recycling lip color program and get up to two free lip colors a year by following the guidelines listed on our web site at www.lipink.com
15. **Did you know that Lip Ink Products are self manufactured in the USA at our factory?** Our corporate office is located at 105 Eucalyptus Dr El Segundo, CA 90245. Visit our corporate boutique, where you can see the entire Lip Ink line of products direct from the manufacturer, from 8am -5pm M-F. Our email address is colors@lipink.com and our web site is www.lipink.com

16. **What is the best application technique to use?** First follow our 3 product ECO system instructions. The best method for application of our lip color products is using ASESOD – A smooth, even stroke in one direction. This ensures an even color application, as "back and forth" creates texture.
17. **Should it tingle when I put it on?** Upon first application, you should "Feel the tingle" with maximum hydration and sun protection with each of our Lip Ink® liquid lip colors.
18. **Why is there texture when I apply the product?** If you feel any texture upon your first application, you are experiencing natural exfoliation, Lip Ink® color has no feeling. Exfoliation is a natural process your lips may go through from time to time. If you experience this, we recommend that you remove your color and start our three product eco system process over again. Your lips will be smoother and healthier the longer you use Lip Ink® products. Your waxy non compatible lip products are not compatible with our Lip Ink® technology. With Lip Ink® color, your lips are not being covered in wax and preservatives like they were with the lip colorings you have used in the past. Now they have the freedom to become healthy, soft, supple, and natural.
19. **Is there something I can do to speed up the exfoliation process?** Yes, occasionally you can use Lip Ink's® Lip Spa Treatment to get your lips into the best shape they have ever been in.
20. **If I spill my Lip Ink® color what should I do?** We recommend that you first try Lip Ink® Herbal off solution with water if that doesn't work. Try a test first with lighter fluid, we have found that it works for just about any fiber the Lip Ink® is spilled on.
21. **How long does one vial of lip color stay fresh?** 3 years, after that it will still work but it just doesn't have the same herbal bouquet scent it originally had.
22. **How many months will one vial of color last if I use it 24-7?** 3 months.
23. **Do you have pearl or glitter colors?** Yes Lip Ink® color technology includes pearl and glitter in the form of natural mica, a fine micron particle size loose mineral powder called "Magic Powders" that can be applied to the lips, eyes, and face with a method that locks them in with our Lip Ink® guaranteed smearproof seal of approval.
24. **Does your technology cover lip, brow, and eye liners to be guaranteed smearproof?** Yes the same Lip Ink® guaranteed smearproof technology we have for the lips, is also available for the brows, eyes and face.
25. **Can you cover age spots, burses, tattoos and other skin imperfections?** We sure can. We start by applying our Lip Ink color "clear" (or a color similar to the skin tone, usually in the wood series) and then apply a loose mineral powder that matches the skin tone. We repeat this process by applying the Lip Ink color "clear" over the mineral powder and go another round, finishing with the loose mineral powder over the last layer of clear. You can follow this procedure in up to 3-4 layers to get to the desired result.

26. **What is the Three Product ECO System?** Our 3 product ECO system, consists of “Water, Oil and Botanical blended liquid smearproof color.” You need all three, to use our products properly. They are sold to first time users, in complementary kits that allow you to choose your own colors
27. **Do I really need all three products in the Lip Ink® guaranteed smearproof cosmetic color ECO system?** Yes, you really do need all three products. Our world famous, award winning "three product ECO system" consisting of water, oil and guaranteed smearproof botanical color is necessary for the product to live up to its guarantee. You can purchase Semi-Permanent color kits with all three products present. Lip Ink® Products out perform all other products in their class and they are so unique and different than anything you have ever experienced, that admit that we brought them back from the future for an ECO friendly world.
28. **Is your product safe following surgical procedures?** Lip Ink® Color can be applied to the lip area directly after a collagen injection – waiting is not necessary. Lip Ink® Color does not smear so it can be worn throughout dental or orthodontic work. Lip Ink® color can also be used during Accutane® treatments for maximum hydration.