**LIP INK International** is an American cosmetic technology company headquartered in El Segundo, California that creates, manufactures, and sells wax-free smearproof color cosmetics. Having reinvented cosmetics with the first wax-free alternative to traditional lipstick LIP INK holds multiple international patents for it’s technology.

History

 The company was founded on January 1, 1995, by Inventor, Mother, and Lip Diva *Rose Nichols* in 1995. Lip Ink’s International’s revolutionary concept began with Rose’s senior thesis project in Merchandise Marketing at FIDM-LA. (Fashion Institute of Design and Merchandising) It has since grown into a multi-million dollar international enterprise.  Rose set out to invent an extraordinary Wax Free, Semi-Permanent Liquid Lip Color because she was tired of her old fashioned lip color coming off on her teeth, clothes, coffee cups, and food. Rose wanted lip color ink that would stay on until she was ready to take it off. She wanted the staying power of ink, without being ink.

Founder

CEO, Mother, Inventor, and Lip Diva, Rose Nichols created the first batch of Liquid Lip Color in her own kitchen. She continues to handcraft each color in small batches using only the finest ingredients money can buy; exquisite natural herbs and botanicals that encourage the exfoliation of dead skin cells, revealing softer, smoother lips. Rose was born in California, a born inventor, single mother of one daughter, twice married, spiritual seeker, Bohemian artist, vegetarian, industry innovator, inspirational speaker, successful President who combines her artistic vision, tenacious spirit, and business savvy into her semi-Permanent cosmetic company Lip Ink International. Rose shines in her demonstratable splendor of magic, beauty, and wonder in providing and endless choice of colors. Not only did she create what just might be the most original color line on the planet to date, but she also inspires woman to be unique and creative in their own personal beauty. Rose wants all women to experience being an original, one-of-a-kind goddess with her own unique color on her lips.

Products

Unlike most lipsticks that are waxy and coats lips, Rose’s Lip Ink is sheer, and has a quick-setting formula has the consistency of water but has the feel of bare lips. Meaning, you will forget you have it on until you look in the mirror. The Lip ink Color applies smoothly and easily, offering time-saving, confidence–building solution for active women.

Lip Ink uses healthy ingredients, and is backed by multiple patents and industry awards. Lip-Ink cosmetics include Liquid Lip Color, Miracle Brow, Eye Liner, Lip Liners, Tinted Shine, Off (remover), Magic Powders and many other accessories.

Lip ink Color is the world’s only wax free, waterproof, smear-proof, ultra-durable, natural Liquid Lip Color. It feels both tingly fresh and moisturizing, while keeping the color where it belongs; on your lips. Rose’s technology is so advanced, it actually requires a patented, yet healthy for your lips, “Off” solution to remove it. Lip Ink products fits into a 3 part eco system: oil, water, botanical color, and are not compatible with other cosmetics because of this. Products are sold in complete kits to make it convenient and easy for our customers to have a great Lip Ink experience. Lip Ink Liquid Lip Color comes in over 50 shades that when layered, make over 2 million individualized colors that you can wear 24 hours a day, 7 days a week. You just put it on your lips before you go out and forget about your lips for the rest of the night.

Cosmetics

Lip Inks products include:

Smearproof Semi-Permanent Lip Stain Color Smearproof Eye Shadow Gels

Smearproof Lip Stain Gel Colors Flavored Lip Shine Moisturizers

Smearproof Liquid Lip Liners Lip Moisturizer Brilliant Lip Plumper

Smearproof Miracle Brown® Liner Tinted Lip Balm

Smearproof Miracle Brow® Tint Tinted Lip Shine Moisturizer

Smearproof Eye Liners Original, Tinted and Flavored Waxless Lip Balm Women and Men

Smearproof Lash Tint Lip Max Lip Plumper Volumizer

Smearproof Face Blush and Bronzing Gels Matte Lip Moisturizer and Classic Lip Balm

Hyper Lip Shine Moisturizer Herbal Cleanser Off Solution

Brow and Lash Conditioner Magic Powder Eye Restore Cream,

Brilliant Magic Powders Spa Treatment Lip Care System

Fragrances L.I.F.E. Collection Body Washes, Shampoo, Hair Conditioner

Treatment products for hair Protein Collagen Hair Treatment, Trail Mix Scalp Treatment

Herbal Deodorant, Foot Spa, Air Refresher

Website www.lipink.com

Lip Ink's website is useful with videos showing the 3 product application process. View the Sample Kit Colors, Step by Step instructions for applying and removing color, Special offers and discounts, view over 1 million colors to find the perfect one, and read comments from customers.

Flagship stores of Lip Ink International

[www.lipstain.com](http://www.lipstain.com)

Lip Stain, an educational web site dedicated to explaining Lip Ink International Lip Stain Liquid Lip Color Technology.Consisting of 3 Products. 2 Minutes, 100% Smearproof Lip Stain

[www.gentlemensfragrance.com](http://www.gentlemensfragrance.com)

Gentlemens Fragrance, Natural, portable fragrances you can take anywhere. Essential Oil fragrances for men sold in the form of a Fragrance Balm that is Natural, Vegan, Kosher, Wax Free, Alcohol Free, Gluten Free, Organic, and Hand Crafted.

[www.gentlemencosmetics.com](http://www.gentlemencosmetics.com)

Gentlemen Cosmetics, Urban Cosmetic Color for your healthy sustainable lifestyle. Color Cosmetics for Men, that are 100% Smear proof and waterproof. This cosmetic line includes: Lip Stain, Eye Liner, Brow, Beard and Mustash color, lip care products, fragrance, body care, and hair care products. All products are Natural, Vegan, Kosher, Wax Free, Gluten Free, and Organic.

[www.dermaliquid.com](http://www.dermaliquid.com)

Dermaliquid. Natural skin care for your healthy sustainable lifestyle. Personal care products for men, women, children and pets that are Natural, Vegan, Kosher, Wax Free, Alcohol Free, Gluten Free, and Organic

[www.steampunklipcolor.com](http://www.steampunklipcolor.com)

Steampunk Lip Color Cosmetics, created for your individual artisan lifestyle. Women and Men can be as playful and creative as they like with this bohemian, festival, time traveler, gypsy cosmetic color line. All products are healthy sustainable. Color Lip Stain is 100% Smearproof and waterproof . Cosmetic line includes, Lip Stain, lip care products, fragrance, that are Natural, Vegan, Kosher, Wax Free, Gluten Free and Organic.

Environment

 Lip Ink has fundamental beliefs, ethics, and intentions are to make decisions and products that are safe, natural, healthy, recyclable, organic, kosher and renewable resource solutions that support our lifestyles of health and sustainability (LOHAS: Lifestyles of Health and sustainability) 24/7 for and eco-friendly world.

Lip Ink manufactures organic, vegan, kosher, guaranteed smear-proof and semi-permanent cosmetics.

Technology

Patents: LipInk International is covered by one or more of the following U.S. and foreign patents:

5747017, 6001374, 6010709, 6027739, 6203809, 6395263, 701794, 736718, 6509009.

Trademarks

**Lip-Ink International**

Trademark Report by Mark Printed: 7/21/2014 Page 1

COUNTRY REFERENCE# FILED APPL# REGDT REG# STATUS CLASSES

**LIP DIVA**

UNITED STATES T11210US01 7/6/2006 78/923,553 5/6/2008 3,424,665 REGISTERED 16

*5/6/2018* *AFFIDAVIT W/ RENEWAL*

**LIP INK**

AUSTRALIA T11211AU0 8/9/2000 845711 8/26/2002 845711 REGISTERED 03

*8/9/2020* *RENEWAL*

CANADA T11211CA0 8/10/2000 1070570 9/25/2008 724,601 REGISTERED 03,14,16,18

*9/25/2023* *RENEWAL*

UNITED KINGDOM T11211GB0 11/3/1995 2043430 10/4/1996 2043430 REGISTERED 03

*11/3/2015* *RENEWAL*

UNITED STATES T11211US0 6/2/2000 76/063,045 6/12/2007 3,252,101 REGISTERED 3

*6/12/2017* *AFFIDAVIT W/ RENEWAL*

UNITED STATES T11211US1 6/2/2000 75/981,240 10/15/2002 2,636,296 REGISTERED 14,16,18,25

*10/15/2022* *AFFIDAVIT W/ RENEWAL*

**LIP INK and Design**

EUROPEAN UNION T11222EU0 4/1/1996 000219022 5/3/2002 000219022 REGISTERED 03

*4/2/2016* *RENEWAL*

JAPAN T11222JP0 4/1/1996 035390/1996 5/29/1998 4149665 REGISTERED 03

*5/29/2018* *RENEWAL*

UNITED STATES T11222US0 12/12/1994 74/609,721 1/15/2002 2,530,028 REGISTERED 03

*1/15/2022* *AFFIDAVIT W/ RENEWAL*

**MIRACLE BROW**

UNITED STATES T11229US0 10/10/2000 76/143,952 11/26/2002 2,654,874 REGISTERED 3

*11/26/2022*

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| |  | | --- | | Wikipedia link  <http://en.wikipedia.org/wiki/Lipstick> | |

Another form of lip color, a wax-free, semi-permanent liquid formula, was invented in the 1990s by the Lip-Ink International company. Other companies have imitated the idea, putting out their own versions of long-lasting "lip stain" or "liquid lip colour."

<http://www.lipink.com/v/vspfiles/downloadables/lip_ink_fact_sheet.pdf> fact sheet

References

 1.[www.Lipink.com](http://www.Lipink.com/)

2. Email:  [colors@lipink.com](mailto:colors@lipink.com)

3. 800-496-9616