



## Words From The Lip Diva

Snippets of LIP INK® wisdom —  
from the Inventor and CEO Rose Nichols

For more information see the LIP INK® FAQ's

### **SMEARPROOF AND LONG LASTING**

**Guaranteed smearproof & Long Lasting award winning ECO-friendly, green chemistry, botanical color cosmetics, from patented technology.**

**Yes you should feel a tingle upon first application, this lets you know that the product is working!**

**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.**

**Yes our lip colors can spill, they contain over 40 herbs, botanicals, vitamins, minerals, and antioxidants in a liquid blend that, once applied, has no texture or feeling. Yet so durable you can wear it 24-7, through a meal and drinks, even sleep with it on!**

**Yes you can lighten our lip color or have a satin, high gloss or matt finish.**

**Yes our lip color can change on a plane, but you can change it back.**

**Yes our products are 100% different than long lasting lip color.**

**Yes we hold the worlds record!  
we can make over a  
million colors for your lips.**

**Yes we have no need to apply a sealer or lip gloss over the top of our lip colors, to keep them from smearing!**

**Yes our lip colors are guaranteed smearproof, with no wax, parabens, lead, petroleum products, butters, cholesterols, animal products or glycols.**

**Yes we can cover a scar, tattoo, or bruise, with our patented encapsulation process.**

**Yes we can create fuller lips by applying our lip color deep into the wet area where other lip color can not be applied revealing more of the natural lips, than any other lip color.**

**No more dry lips. We apply our lip moisturizer under and before the, lip color is applied, giving you maximum hydration and sun protection. You can re-apply our moisturizers through out the day for added protection, without disturbing your smearproof color finish.**

**The botanicals in our lip color formulations, cause a natural exfoliation, to occur leaving you with softer, smoother, fuller, healthier, younger looking lips.**

**Yes we support sustainability. We have two recycling programs. One to support our customers and retailers and the other to support artists that paint with our products, we have a museum on our web site to show the ECO paintings. Our products are Vegan, Kosher, Natural, Organic, .Herbs and Botanical Blends with Maximum Hydration and Sun Protection.**

**We support lifestyle over trends & fads**

**We choose Empowerment over  
Glamour**

**THIS IS HOW WE APPLY LIP INK® COLOR...  
ASESIOD (A Smooth Even Stroke In One  
Direction). This insures that your color goes on  
even.**

**We brought LIP INK® guaranteed smearproof herbal  
liquid color cosmetics, back from the future, for an  
ECO friendly world!**

**Our award winning products have been  
granted 9 patents with over 15 years of smiling  
women's faces supporting them**

**Our botanical color blends are liquid, like water "THEY  
CAN SPILL". With each use, be sure to shake the vial  
against the palm of your hand until you hear the beads  
move freely to assure the pigments are blended.**

**Our Guaranteed smearproof Lip color DOES NOT REQUIRE the use of a sealer or lip gloss to be applied over it, at any time. Lip-Ink® liquid lip color, has zero texture. If you are experiencing any grittiness, this is your own lips exfoliating. We recommend that you take the color off and re-apply, following the patented Lip-Ink® directions.**

**My color is not staying on and that's because you may have applied too much all at once. Less is better when applying LIP INK® Liquid Lip Color.**

**Lip Ink®**  
**Not Ink, Just the staying power of Ink!**

**Always remember to HYDRATE YOUR LIPS before color application, by applying any one of our 100 wax free lip moisturizers first, BEFORE YOUR APPLICATION OF Lip Ink ® Botanical sheer GUARANTEED smearproof liquid lip color**