

Patented Technology For Your Lips!™

LIP INK® Liquid Colors are Guaranteed Smearproof & Long Lasting, waterproof color: Patented Technology, for the lips. Brows, eyes, face and lashes. The world's only sheer wax free, smearless, natural herbal, vegan, kosher, waterproof cosmetic color

"We brought it back from the future for an ECO friendly world" Self manufactured – Made in the USA Wax Free Healthy Natural solutions by Lip Ink® International

Our patented formulations consist of a 3 product ECO system: 1. Water, Herbal OFF conditioner & remover 2. Oil, Maximum hydration & sun protection 3. Botanical, Corn grain ethanol "alcohol", Our Lip Ink® Liquid Lip color is sold in a kit to first time users, so that they have all three products of the ECO system. Lip Ink® Liquid color made from 40 herbs, botanicals, vitamins, minerals, antioxidants, sun filters and FDA approved pigments, all in a natural organic botanical base, preservative free base, Virtually impossible to smear NO MORE DRY LIPS: We start with clean lips & a sheer application of, our Lip Ink® Wax Free Lip Moisturizer, giving you tingly fresh lips, with maximum hydration & sun protection "choose from our wide array of Wax Free Lip Moisturizers, the choice is yours." You are now ready for the lip colorization process.

Our award winning Lip Ink® liquid lip colors, create the appearance of full lips, because our lip color adheres to the areas where lipstick cannot, this also produces an enhanced lip line that does not bleed, feather, or rub off. Our water and oil insoluble candy pill coatings have zero texture, providing a layering process that gives you over 1 million colors. Go from sheer color, to full coverage in just 3 layers.

BREAK THE COLOR BARRIER

Note: The Lip Ink® product line is not compatible with any other cosmetic products. Lip Ink® color cosmetics are based on scientific research and are protected by US & International patents. Competitive products cannot legally duplicate Lip Ink® Color Cosmetics and their precise chemistry.

Our Mission...

It is our intent to create a product so unique, so powerful, so revolutionary, that it empowers women from all walks of life to experience the FREEDOM AND CONFIDENCE of wearing Lip Ink® wax free semi-permanent cosmetics® Therefore, Lip Ink® International will touch and empower the lives of women worldwide! If you would like to help us make this vision a reality, contact your local Lip Ink® retailer, for details or call us directly and become part of ...

The LIP-INK® INTERNATIONAL REVOLUTION!

Visit our ECO museum & recycle with our recycle program @

www.lipink.com

LIP-INK® INTERNATIONAL

Founded January 1995

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Inventor, Pioneer, Alchemist &
CEO of LIP INK® INTERNATIONAL
Rose Nichols



THE LIP INK® COSMETIC LINE was founded in January 1995 by Inventor, Pioneer, Alchemist, CEO LIP-INK® INTERNATIONAL, Rose Nichols. Based in El Segundo, CA, LIP INK INTERNATIONAL's revolutionary concept began as Rose's senior thesis project in Merchandise Marketing at FIDM-LA, and has since grown into a multi-million dollar international enterprise.

Tired of her old fashioned lip color coming off on her teeth, clothes, coffee cups, and pillow cases, Rose knew there had to be a more elegant and natural solution to women's lip color — one that empowered women. In 1991, Rose began exploring the chemistry of herbs and botanicals in cosmetics, and the mechanics of magic markers in art. She brought the two worlds together — creating the first batch of LIP INK® LIQUID LIP COLOR™ in her own kitchen.

Her goal was to invent an extraordinary lip color, different from lipstick without the wax, that offered a time-saving, confidence-building solution for active women. Finally, in 1995, Rose unveiled her revolutionary product line — LIP-INK® Wax Free™ Semi-Permanent Cosmetics™ — a paradigm shift in lip, brow, eye and face color cosmetics.

Backed by multiple patents and industry awards, LIP INK® Wax Free™ Semi-Permanent Cosmetics™ are demonstrated and sold in Spas, Salons, Doctor's Offices and Lifestyle-Retail locations world wide and at www.lipink.com.

Rose continues to handcraft each LIP INK® LIQUID LIP COLOR™ with the utmost of care. She is an active member of the The Society of Cosmetic Chemists.

Rose personally strives to satisfy the cosmetic needs of active women around the world. She hopes her success will inspire other women to live out their dreams more over. Her advice:

"Step forward, trust yourself, and tune into the genius within you. Then back it up with hard work — and keep fighting for what you believe in!"

"Step forward, trust yourself, and tune into the genius within you. Then back it up with hard work— and keep fighting for what you believe in!"

WWW.LIPINK.COM

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covered by one or more of the following U.S. Patent Numbers: 5747017, 6001374, 6010709, 6027739, 6203809, 6395263, 6509009, AU 701794, AU 736718.



LIP-INK

24/7 SEMIPERMANENT COLOR COSMETICS
FOR LIPS, BROWS, EYES, LASHES & FACE

LOHAS

Supporting Lifestyles
of Health & Sustainability



World's Only
100% SMEARPROOF
Liquid Lip Kits

NATURAL, ORGANIC, VEGAN & KOSHER
OVER 1 MILLION COLORS FOR THE LIPS, EYES, BROWS, LASHES & FACE

WAXFREE™ SEMI-PERMANENT C O S M E T I C S™

Liquid Lip Color

1 Layer
2 Layers
3 Layers

- Red SC-01
- Nude SC-02
- Pink SC-03
- Fuchsia SC-04
- Plum SC-05
- Coral SC-06
- Orange SC-07
- Cocoa SC-08
- Cognac SC-09
- Mauve SC-10
- Mango SC-12
- Cherry SC-13
- Caramel SC-14
- Mocha SC-15
- Blush SC-16
- Ruby SC-17
- Rose SC-18
- Champagne SC-19
- Hot Pink SC-20
- Rust SC-21
- Pink-Hi SC-03A
- Mauve-Hi SC-10A
- Cognac-Lo SC-09B
- Rosewood SC-22
- Sky Red SC-23
- Lava Red SC-24
- Earth Red SC-25
- Fire Red SC-26
- Maplewood SC-09
- Teakwood SC-04
- Sagewood SC-05
- Redwood SC-06
- Cherrywood SC-07
- Cedarwood SC-08
- Sandwood SC-09
- Valentine Pink SC-34
- Plum Red SC-151
- Pink Red SC-152
- Ultra Berry SC-302
- Ultra Spice SC-303
- Ultra Natural SC-303
- Ultra Amethyst SC-304
- Glitter Ruby HOU-059
- Glitter Pink HOU-060
- Glitter Red HOU-061
- Henna Red
- Cosmo Red



New customers should start with our 3 product ECO system
Lip-Ink® Lip Color Sampler Kit

LIP INK® INTERNATIONAL Semipermanent, Vegan, Kosher, Organic Botanical Color Cosmetics, are tingly fresh with maximum hydration & sun protection! Create 1 million Guaranteed Smearproof Ceremonial colors for Lips, Eyes, Brows, Face & Lashes with patented technology brought back from the future for your Healthy Sustainable Lifestyle. "Self Manufactured @ 225 Arena St. El Segundo, CA 90245 800/496-9616" Not compatible with other cosmetics

Eye Shadow Gels

- | | | |
|---------------|------------------|-------------------|
| Aqua SEG-900 | DoveGray SEG-901 | Plum SEG-906 |
| Lilac SEG-901 | Eggshell SEG-904 | Chocolate SEG-907 |
| Beige SEG-902 | Peach SEG-905 | Charcoal SEG-908 |

Tinted Waxless Lip Balm
Sold as Ala Carte or in group

- | | |
|-----------------------------|------------------------------|
| Sunset Col. SAE-10001 | Symbolic Plum SAE-10006 |
| Serene Pink SAE-10002 | Forest Dawn SAE-10007 |
| Spirit Red SAE-10003 | Deer Light SAE-10008 |
| Earth Terra Cotta SAE-10004 | Tropical Violet SAE-10009 |
| Tribal Burgundy SAE-10005 | Sparkling Metallic SAE-10010 |

Chakras

- | | |
|------------------------|--------------------------|
| Martian Grey SAC-35 | Brilliant Magic Powders™ |
| Arcturian Pink SAC-36 | Grape SBF-009 |
| Venusian Flesh SAC-37 | Blue Berry SBF-010 |
| Reptilian Green SAC-38 | Bubble Gum SBF-011 |
| Pleiadian Blue SAC-39 | Honey SBF-012 |
| Sirian Violet SAC-40 | Almond SBF-013 |
| Hathor Brown SAC-41 | Cinnamon SBF-014 |

Liquid Lip Color cont.

- | | |
|------------------------|------------------|
| Energy Red SC-27 | Gold SMP-0002 |
| Wineberry SC-28 | Red SMP-0003 |
| Aurora Borealis SC-209 | Diamond SMP-0004 |
| Camellian Cream SC-210 | Violet SMP-0005 |

Lip Liners

- | | |
|--------------------|---------------------|
| Berry SLL-10027 | Pink HOU-14-05 |
| Spice SLL-10028 | Rust HOU-14-06 |
| Natural SLL-10029 | Nude HOU-14-07 |
| Amethyst SLL-10030 | Red HOU-14-08 |
| Lava Red SLL-10031 | Henna Red SLL-10032 |
| Coral SLL-10033 | Energy Red SLL-07 |

SEMI-PERMANENT COSMETICS™
Covered by one or more of the following U.S. and foreign patents:
5740717, 6001374, 6010769, 6027728, 6203889, 6396263, 701794, 7267118, 6509009.
©2015 LIP-INK® INTERNATIONAL Made in the U.S.A. LI-88A SSA-400000 06/09 Website: www.lipink.com
PLEASE NOTE: The color chart is only a graphical interpretation of the LIP-INK® Cosmetic colors.
The actual color on your lips will vary.

Semi-Permanent & Long-Lasting Smear Proof Lip Kits

LIP INK® Liquid Lip Kits are different than
ALL other Cosmetics!

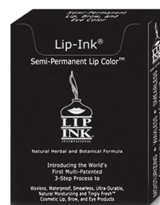
•World's Only 100% Smearproof• Natural • Organic
•Kosher • Vegan • Gluten Free • Wax Free • Cruelty Free

Our LIP INK® liquid lip stick system is cruelty-free and offers the latest innovation in smear proof technology. Unlike other all-day lip color and staining products, our unique three product smear proof liquid lip kit system is formulated from natural botanicals that are organic, vegan, kosher, and they are wax-free and gluten-free. LIP INK®'s "Three Product System" is sold in the form of a kit. Our LIP INK® Lip Kit comes with LIP INK® botanical liquid lip stick, LIP INK® OFF natural exfoliating cleanser and LIP INK® Lip Shine Moisturizer base conditioner, providing maximum hydration and sun protection. Other super stay lipstick and lip stain products are not 100% guaranteed smear proof and they create a drying effect while LIP INK® Liquid Lip Kits don't need a sealant or lip gloss supplement for added moisture or color. Accompanying the no-texture liquid sheer botanical formula, LIP INK® Lip Stains three product system is 100% smear proof with long lasting moisture to keep your lips looking better than ever. All these features are key ingredients to enhance your beauty regimen, your personal well-being, and your concern for a healthy sustainable lifestyle. With our smear proof lip kits, it's easy as 1-2-3 to have moist, healthy, hydrated lips. The entire process, from exfoliation to moisturizing to the dramatically finished look, takes just two short minutes. You get beauty, convenience and natural botanical ingredients all rolled into one amazing smear proof lip kit system. Not compatible with other cosmetics.

You'll love the way our LIP INK® liquid lip stick system enhances your natural, healthy lifestyle without sacrificing all-day effectiveness. Experience our color palette accommodating every ethnicity which allows you to choose just the right shade to enhance your look naturally, no matter what your natural coloring may be. Shop now, find that perfect color that matches you.

"We brought it back from the future for your healthy sustainable lifestyle"

LIP INK® Smearproof Lip Kit Technology & Application



Smearproof Kit
3 Products
2 Minutes
100% Smearproof

1



OFF Cleanser
The first and last step, LIP INK® OFF Cleanser purifies your lips before application creating a better surface for the lip stain to adhere to. Removes everything from lip stains to carpet stains. All with healthy, natural, organic ingredients.

2



Shine Moisturizer
After cleansing with the OFF solution, hydrate your lips with any LIP INK, Lip Moisturizer - Flavored, Tinted, Plumper, or Classic

3



Lip Stain Color
100% Smearproof, sweat-proof, and waterproof buildable color that's so thin you can forget you're even wearing it!

100% SMEARPROOF WITH OUR THREE PRODUCT SYSTEM

LIP INK® Smearproof Lip Kits

LIP INK® INTERNATIONAL offers many different kits for you to explore the world of Wax Free Lip Ink Semi-Permanent Cosmetics®. Order today and experience the difference LIP INK® COLOR will make in your life.



SAMPLER KIT:

This kit is the most popular for new customers, includes:
2 LIP INK® LIQUID LIP COLORS of your choice (.25 fl. oz. each)
1 SHINE LIP MOISTURIZER (.25 fl. oz.)
1 OFF Vial (.27 fl. oz.)
1 OFF Refill Bottle (4 fl. oz.)
ILLUSTRATED INSTRUCTIONS and a COLOR CHART



MINI KIT:

1 LIP INK® LIQUID LIP COLOR of your choice (.25 fl. oz.)
1 SHINE LIP MOISTURIZER (.25 fl. oz.)
1 OFF Refill Bottle (4 fl. oz.)



ILLUSTRATED INSTRUCTIONS and a COLOR CHART

TRIAL KIT:

1 LIP INK® LIQUID LIP COLOR (.067 fl. oz.)
1 Tear packet of SHINE LIP MOISTURIZER
1 Tear packet of OFF MOIST TOWELETTE Remover
ILLUSTRATED INSTRUCTIONS and a COLOR CHART

LIP INK® Color Cosmetics are based on scientific research and are protected by U.S. and International patents. Competitive products cannot legally duplicate LIP INK® Color Cosmetics and their precise chemistry.



LIP INK® in Store Setup Example

View our Online Flagship Stores!

DERMALIQUID.COM
Natural Skin Care for your healthy sustainable lifestyle.
GENTLEMENCOSMETICS.COM
Urban Color Cosmetics for your healthy sustainable lifestyle.
STEAMPUNKLIPCOLOR.COM
Urban Color Cosmetics for your healthy sustainable lifestyle.
CAMPINGCOSMETICS.COM
Urban Color Cosmetics for your healthy sustainable lifestyle.

AMAZINGLIPS.COM
Durable Smearproof Color that's perfect every time for your healthy sustainable lifestyle.
DIETJEWELRY.COM
Become your ideal weight! The Healthy Way.
MIRACLEBROW.COM
For the ultimate well-groomed brow.