

WAX FREE™ SEMI-PERMANENT
COSMETICS™

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-11
- 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-43A
- Mauve-Hi SC-11A
- 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-93
- Teakwood SC-94
- Sagewood SC-95
- Redwood SC-96
- Cherrywood SC-97
- Cedarwood SC-98
- Sandwood SC-99
- Valentine Pink SC-34
- Plum Red SC-43B
- Pink Red SC-152
- Ultra Berry SC-301
- Ultra Spice SC-302
- Ultra Natural SC-303
- Ultra Amethyst SC-304
- Glitter Ruby HOL-G-99
- Glitter Pink HOL-G-60
- Glitter Red HOL-G-61
- 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 SEC-900 | DoveGray SEC-903 | Plum SEC-906 |
| Lilac SEC-901 | Eggshell SEC-904 | Chocolate SEC-907 |
| Beige SEC-902 | Peach SEC-905 | Charcoal SEC-908 |

Tinted Waxless Lip Balm

Sold as Ala Carte or in group

- | | | |
|-----------------------------|------------------------------|----------------|
| Sunset Col. SAE-10001 | Symbolic Plum SAE-10006 | Coral SLG-608 |
| Serene Pink SAE-10002 | Forest Dark Brown SAE-10007 | Pink SLG-609 |
| Spirit Red SAE-10003 | Desert Light Brown SAE-10008 | Violet SLG-610 |
| Earth Terra Cotta SAE-10004 | Tropical Violet SAE-10009 | Orange SLG-611 |
| Tribal Burgundy SAE-10005 | Sparkling Metallic SAE-10070 | |

Chakras

- | | | | | | | |
|---------------------|-----------------------|-----------------------|------------------------|-----------------------|----------------------|---------------------|
| Martian Grey SAC-35 | Arcturian Pink SAC-36 | Venusian Flesh SAC-37 | Reptilian Green SAC-38 | Pleiadian Blue SAC-39 | Sirian Violet SAC-40 | Hathor Brown SAC-41 |
| Amber SMP-6001 | Gold SMP-6002 | Red SMP-6003 | Diamond SMP-6004 | Violet SMP-6005 | | |

ShimmerGels

(same colors as above)

Amber (SLG-6001)

Gold (SLG-6002)

Red (SLG-6003)

Diamond (SLG-6004)

Violet (SLG-6005)

SEMI-PERMANENT COSMETICS.COM™

Covered by one or more of the following U.S. and foreign patents:
5747017, 6001374, 6010709, 6027739, 6203809, 6395263, 701794, 736718, 6509009,
©2016 LIP-INK® INTERNATIONAL Made in the U.S.A. LE-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.

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!"

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SEMI-PERMANENTLIPCOLOR.COM®

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



LIP-INK®

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

LOHAS
Supporting
Lifestyles of Health
& Sustainability

Handcrafted by
Inventor, Alchemist, Pioneer
and CEO Rose Nichols
Phone: 800-496-9616
www.lipink.com

The World's Only
GUARANTEED SMEARPROOF
SEMI-PERMANENT COLOR COSMETICS

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

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 can-not, 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

Liquid Lip Color

LIP-INK® LIP COLOR / ULTRA COLOR™:
Recommended by Hollywood make-up artists. So sheer it goes on like water, yet so durable it can last up to 24 hours. You can eat, sleep, shower, and have fun wearing it. It's virtually impossible to smear, and won't bleed or feather. Formulated with over 40 herbs and botanicals to heal, condition, and moisturize your lips. Layer up to three layers to create an unlimited palette of personalized colors. Alter color intensity by layering with LIP-INK® CLEAR, CHAKRAS or WOOD COLORS.

LIP-INK® CLEAR:
This has the same superb ingredients that make up LIP-INK® COLOR — minus the pigments. You can replace one or more layers of the LIP-INK® COLOR application, or use it to "lock in" MAGIC POWDERS™. An absolute must for your LIP-INK® Cosmetic portfolio.

LIP-INK® LIQUID LIP LINERS:
Outline, enhance, and define your lips with our ultra-durable, patented formula. Mix and match with LIP-INK® COLORS for a sultry, sexy, stay on, splash. Use alone and fill in with the TINTED SHINE MOISTURIZER or TINTED WAXLESS LIP BALM™ for an irresistibly radiant look.



LipGel Lip Sticks Classic Liquid Color Liquid Lip Liner

LIP-INK® WOOD COLORS / LIP-INK® TONERS / LIP-INK® CHAKRAS/GLITTERS:
The WOOD COLORS feature eight semi-transparent natural earth tones resembling the gentle hues found inside of trees. Use alone for a relaxed, natural look, or layer with deeper colors to lighten, tone, and accentuate. Apply UNISEX TONER to mute colors. Apply LEMON TONER to brighten. CHAKRAS are Soft. Pastel. Retro. Sheer. Use dynamic LIP-INK® MAGIC POWDERS™ between layers for shimmering radiance. All make dazzling accessories to lighten the classic LIP-INK® COLORS. Layer, Mix, Match, and have fun exploring your color Universe.

LIP-INK® LIPGEL LIP STICKS™:
With enhancing light-reflective pigments that direct attention away from fine lines and wrinkles -- creating a smooth, irresistible, kissable look. Lip-Ink® LipGel™ Lip Sticks™ are easy to use, waterproof, long wearing, luminous colors that stay right where they belong -- on your lips. Apply Lip-Ink® LipGel™ lip color just like ordinary lipstick in one or two layers — directly to clean, bare lips. For maximum results use Lip-Ink's® New Hyper-Shine Moisturizer directly over the color, and throughout the day to remoisturize and condition.

Liquid Eye Color

LIP-INK® LASH TINT / BROW TINT:
Add lash color by applying directly to upper and lower lashes. Apply up to 3 layers. LASH TINT will not add fullness or length — just incredible color. Brush LIP-INK® MIRACLE BROW™ TINT directly onto brow hairs to tint and define brows, and conceal grey areas.

LIP-INK® EYELINER:
Our premier eyeliner is the longest lasting eyeliner on the market. Laugh, cry, play, be yourself —confidently. LIP-INK® EYELINER is formulated especially for the sensitive area around the eyes.

LIP-INK® EYE SHADOWGELS™:
These incredible, light-reflective pigments direct attention away from wrinkles, blending with your skin to create a smooth, silky, luminous look.



Lip Moisturizers

LIP-INK® SHINE / MOISTURIZER / TINTED SHINE / FLAVORED SHINE / HYPER SHINE / BRILLIANT TINTED SHINE LIP PLUMPER / MATTE SHINE / MATTE LIP STAIN:
This acts as a base conditioner when applied underneath LIP-INK® CLASSIC COLOR, and over the top of LipGel Lip Stick. A light layer on top creates a moist silky feeling. A more generous application transforms a matte finish into a high gloss shine. Contains age-fighting anti-oxidants, vitamins, and moisturizers that hydrate, soothe, and condition your lips. Natural light reflectors ease the signs of sun damage. Available in NATURAL (no color), FLAVORED, HYPER SHINE (our thicker formula) and TINTED formulas. Brilliant Tinted Shine Lip Plumper Moisturizers are like candlelight brilliance on your lips, building thicker fuller lips with dove/liquorice flavor and 3D Lipmax™ Volumizer. A light layer of LIP-INK® MATTE SHINE MOISTURIZER™ on top creates a moist matte silky feeling. LIP-INK® MATTE SHINE MOISTURIZER™ goes on with a sheen and quickly transforms to a silky matte finish. All moisturizers can be layered to create your own personalized moisturized palette. LIP INK® MATTE MOISTURIZING LIP STAIN Is a wax free lip stain matte moisturizer available in natural earth tone colors that provides beautiful, long-lasting color.



Tinted Shine Lip Moisturizers / Tinted Shine Plus 8 Additional Brilliant Tinted Shine Lip Plumper Moisturizers (No Picture Available) Flavored Shines (available in a multitude of flavors) Matte Moisturizer Lip Stain Hyper Shines/ Matte Shine

Accessories

LIP INK® WAXLESS LIP BALM™ / 3D LIPMAX™ VOLUMIZER:
Multi-purpose, all weather, year-round protection. 30 radiant colors contain age-fighting anti-oxidants, vitamins, and moisturizers to hydrate, soothe, and condition your lips. Natural light reflectors ease the signs of sun damage. Use alone, or over and under LIP INK® LIQUID LIP COLOR. Also available in Natural (no color). 3D LipMax™ is designed specifically to restore glycosaminoglycans and collagen, increasing lip moisture, adding volume, improving the contour, creating dynamic to the lip line.



FYI:
By her mid-thirties, the average woman has swallowed over two pounds of old-fashioned lipstick — which contains wax, and may include animal fat, cholesterol and preservatives. You deserve a healthy alternative: and that is exactly why Rose makes LIP INK® Semi-Permanent Color® waxless and preservative free!!! The future of Lip Color is here, so why not treat your lips and your body right.....with LIP INK® Semi-Permanent Cosmetics® — the only healthy alternative to old-fashioned lipstick.

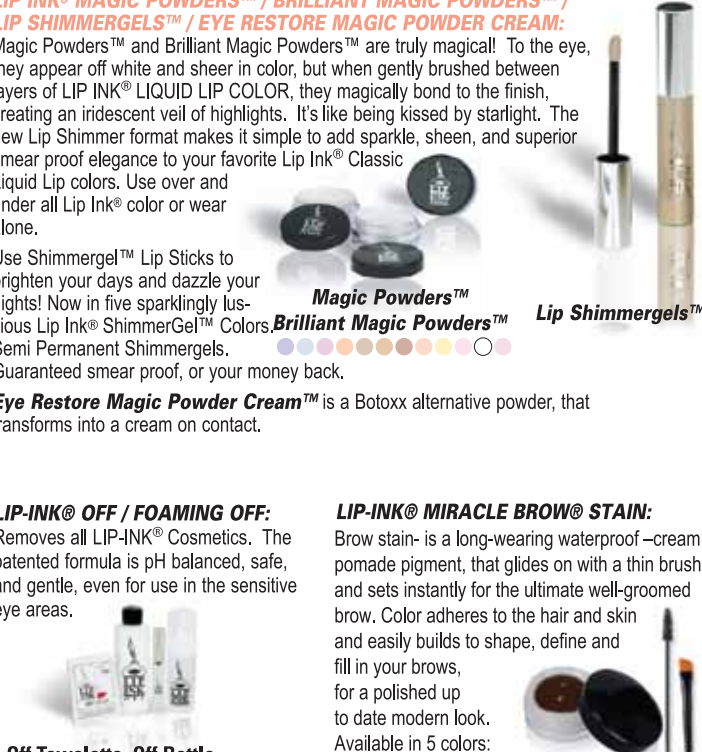
LIP INK® MAGIC POWDERS™ / BRILLIANT MAGIC POWDERS™ / LIP SHIMMERGELS™ / EYE RESTORE MAGIC POWDER CREAM:
Magic Powders™ and Brilliant Magic Powders™ are truly magical! To the eye, they appear off white and sheer in color, but when gently brushed between layers of LIP INK® LIQUID LIP COLOR, they magically bond to the finish, creating an iridescent veil of highlights. It's like being kissed by starlight. The new Lip Shimmer format makes it simple to add sparkle, sheen, and superior smear proof elegance to your favorite Lip Ink® Classic Liquid Lip colors. Use over and under all Lip Ink® color or wear alone.

Use Shimmergel™ Lip Sticks to brighten your days and dazzle your nights! Now in five sparkingly luscious Lip Ink® ShimmerGel™ Colors. Semi Permanent Shimmergels. Guaranteed smear proof, or your money back.

Eye Restore Magic Powder Cream™ is a Botoxx alternative powder, that transforms into a cream on contact.

LIP-INK® OFF / FOAMING OFF:
Removes all LIP-INK® Cosmetics. The patented formula is pH balanced, safe, and gentle, even for use in the sensitive eye areas.

LIP-INK® MIRACLE BROW® STAIN:
Brow stain- is a long-wearing waterproof —cream pomade pigment, that glides on with a thin brush and sets instantly for the ultimate well-groomed brow. Color adheres to the hair and skin and easily builds to shape, define and fill in your brows, for a polished up to date modern look. Available in 5 colors: Blondie, Ash, Brunette, Umber and Redhead



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
1 Liner Color Brush

MINI KIT:
1 LIP INK® LIQUID LIP COLOR of your choice (.25 fl. oz.)
1 SHINE LIP MOISTURIZER (.25 fl. oz.)
1 OFF Vial (.27 fl. oz.)
ILLUSTRATED INSTRUCTIONS and a COLOR CHART
1 OFF Refill Bottle (4 FL. OZ)
1 Liner Color Brush

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

LASH TINT KIT:
1 LASH TINT COLOR of your choice (.067 fl. oz.)
1 LIP INK® FOAMING OFF Remover (2 fl. oz.)
1 LIP INK® BROW&LASH CONDITIONER (.30 fl. oz.)
ILLUSTRATED INSTRUCTIONS and a COLOR CHART

MIRACLE BROW® TINT KIT:
1 MIRACLE BROW® TINT COLOR of your choice (.067 fl. oz.)
1 MIRACLE BROW® LINER in corresponding color (.25 fl. oz.)
1 LIP INK® FOAMING OFF Remover
1 LIP INK® BROW&LASH CONDITIONER (.30 fl. oz.)
ILLUSTRATED INSTRUCTIONS and a COLOR CHART

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