



## 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

## *Why We Are Different!*

**LIP INK® Lip Colors** are different than ALL other Cosmetics! Because of the technology (covered by nine patents) **LIP INK® Lip Color** gives you the ability to apply our lip moisturizer to the lips, both hydrating them and protecting them from sun damage before the first application of color. Our products don't create a drying effect like the other long lasting products on the market; and because we don't need a sealer or lip gloss over the color to keep it smearproof, **LIP INK® Lip Colors** have no texture, they feel like you're not wearing any lipstick at all!



ASK US HOW YOU CAN CREATE  
OVER A MILLION COLORS!



LIP-INK® Lip Color is not sold in Mass Retail establishment.



LIP-INK® International is  
LOHAS. Lifestyles Of Health & Sustainability



LIP-INK® Cosmetics employ a patented 3 product ECO system.  
Water/Off Oil/lip moisturizer Botanicals/Guaranteed smearproof  
color.



LIP-INK® products are:  
Vegan, Kosher, Natural  
and Organic.



LIP-INK® products are:  
Waxfree with No Glycols  
or Parabens!

# Tip from the Inventor Rose Nichols

*Rose Nichols*

Not happy with your lip color or you want a lighter shade? Be sure to blot the tip of your applicator with a tissue before applying your color. That puts you in the drivers seat, when it comes to the shade of color you want. You control the botanical pigment of your application. Not only can you make over 1 million colors using our LIP INK® patented 3 product ECO system technology. Now you can make another million colors with this technique.



Blot the tip of your applicator on a tissue or dark cloth to control the botanical pigment of your color application.

**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**