

fact sheet

LIPINK.COM™



**LIP-INK® INTERNATIONAL Patented Wax Free™ Guaranteed Smear-Proof
Semi-Permanent 24-7 Color Cosmetics™**

BUSINESS OVERVIEW:

The award winning, multi-patented, self manufactured (in the USA), organic, vegan, kosher, guaranteed smear-proof, and semi-permanent (actually "long lasting") Lip-Ink® Cosmetic Line was founded in January 1995 by Inventor, Mother, and Lip Diva®, **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 food, Rose set out to invent an extraordinary Wax Free™ Semi-Permanent Liquid Lip Color™ that would stay on until she was ready to take it off. Lip-Ink® has the staying power of ink, without being ink. Unlike waxy lipsticks that coat the lips, Rose's sheer, quick-setting formula has the consistency of water (*it can spill*) and the feeling of bare lips. You'll even forget you have it on until you look in the mirror.

Using only healthy ingredients, Lip-Ink® Color applies smoothly and easily - offering a time-saving, confidence-building solution for active women.

Backed by multiple patents and industry awards, Lip-Ink®'s cosmetics have been heralded a breakthrough - natural color cosmetics so durable, you can wear them 24 hours a day - even to bed. Lip-Ink® has loyal customers from all walks of life. In addition to Liquid Lip Color™, Lip-Ink® Cosmetics also offers Miracle Brow®, Eye Liners, Lip Liners, Tinted Shine, Off, Magic Powders™ and many other accessories.

PRODUCT OVERVIEW:

Inventor, Mother, CEO, 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.

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 fit into a three part eco system: oil, water, botanical color, and are not compatible with other cosmetics because of this. We sell the products 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 24-7; put it on your lips before you go out and forget about your lips for the rest of the night. Our 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 an eco-friendly world.

PATENTS:

Covered by one or more of the following U.S. and foreign patents:
5747017, 6001374, 6010709,
6027739, 6203809, 6395263,
701794, 736718, 6509009.

COMPANY:

LIP-INK® INTERNATIONAL

*Dedicated to keeping lip color
where it belongs: ON YOUR LIPS!*

FOUNDED:

January 1995

LOCATION:

225 Arena Street
El Segundo, CA 90245

PHONE:

800.496.9616
310.414.9246

FAX:

310.414.9233

EMAIL:

colors@lipink.com

WEB ADDRESS:

www.lipink.com

MARKETING/WHOLESALE LICENSING CONTACT:

Phone: 800.496.9616

Email: colors@lipink.com