

get *lipbly*

PUMP UP THE VOLUME WITH THESE INGENUOUS TIPS AND TRICKS TO CREATE A PERFECTLY KISSABLE POUT.

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Take a look at the most popular female sex symbols through the ages and one trait these famous faces all share is full, shapely lips.

Revered beauties such as Marilyn Monroe, Brigitte Bardot, Angelina Jolie and current actress du jour Megan Fox have all been blessed with a luscious plump pout – which further enhances their good looks and sex appeal.

Human nature

Our hard-wired attraction to full lips can be traced back to our caveman ancestors. For women, a rosy, rounded pout is a man-magnet simply because it's seen as a sign of health and youth – and therefore fertility.

Women's lips are at their fullest when we are young, but they start to lose definition and shape with age, as skin becomes less hydrated and more prone to wrinkles. So when a man sees full lips on a woman he is being presented with youth and above all fertility.

Scientists have conducted plenty of research into this subject and it has always returned the same results: plumper, poutier lips make a woman a more attractive mate to the opposite sex.

The desirability of a full lips is universal – simply look at the results of polls conducted on the most-wanted celebrity lips and you'll see they are always topped by celebrities who have been blessed in the pout department, such as Angelina Jolie, Jessica Biel and Scarlett Johansson.

Most of us aren't born with salacious smackers but luckily there are plenty of ways to fake full lips with some clever optical illusions.

First base

Before you even think about adding more volume to your lips it's important to ensure they are in tip-top condition. For velvety smooth, kissable lips first use a lip scrub that is specially-designed for the delicate lip area, such as **Shizen Lip Scrub, \$24.95**, which uses sugar particles to exfoliate while Vitamin E aids the skin renewal process.

Follow with a moisture-rich balm such as **Shizen Lip Gloss Conditioner, \$15.95**, which is packed with Vitamin E, lemon myrtle oil and cocoa butter to leave a silky barrier that protects and hydrates lips.

Battling the elements

Sometimes your lips need a little extra TLC to get back to their best condition – particularly if you have recently spent time in the sun or on the ski slopes.

To intensively condition, treat your pout to **Jan Marini C-Esta Lips Definition and Repair, \$45**, which is designed to reduce the appearance of vertical lip lines and to plump and define lip contours. Or those with sensitive skin will love **Dermalogica Age Smart Renewal Lip Complex, \$49**, which helps repair damaged lip tissue, protect against free radicals as well as providing a perfect base for lipstick or gloss application.



Lip tips

Makeup artists share their handy hints for creating a juicier pout

'At Jill Stuart's Spring 2009 show I used a metallic eye shadow on the models' lids and then mixed the shadow with gloss and applied it to the lips. When you have this amount of colour and shimmer in the lip gloss it immediately makes your lips look bigger; it bounces off the light.'

Charlotte Tilbury, international makeup artist

'A little highlighter on the Cupid's bow makes lips bigger and more sensuous and creates a sort of juiciness. I would recommend using a long-lasting pearlescent, silver or white eye pencil along the upper lip line before applying your favourite neutral lipstick for fuller-looking lips.'

Gucci Westman, global artistic director for Revlon

Get in shape

Now that your lips are beautifully soft and hydrated let the tricks begin. First start by creating the perfect lip line. We love the **SLA Special Corrective Pencil, \$26**, a concealer pencil that allows you to correct and shape the vermillion border (your lip outline) and Cupid's bow (the points at the top of the lips that gives them a heart shape). Next, apply a lip plumping primer such as **Benefit Lip Plump, \$38**, which fills in lines and builds up the contour of your lips, making them look smoother and plumper.

Then use a coloured lip liner in a shade that's close to your natural lip colour – we love **Sisley Paris Phyto-Levres Perfect Lipliner, \$45**, for its lasting power. Use this to outline and define your Cupid's bow before working it down to the corners of your top lip, using less and less liner as you work it down so that no liner is applied in the corners. Then line your lower lips with the same precision – using more colour in the centre and very lightly tapering up, adding no colour to the corners. Don't draw a line outside your natural lip line, or you could end up looking more drag queen than glamour queen.

Going for gloss

Next, coat your lips with a layer of gloss, preferably a gloss specially designed to plump lips. We love **La Biosthetique Paris Belavance Lip Booster Colour in Noisette, \$40.50**, for daytime and **Bloom Lip Plump Colour in Fifi Fatale, \$22**, for a more dramatic evening look. Or if you can't bear to part with your favourite lipstick just add a layer of a flesh-coloured plumping gloss such as **Bloom Lip Plump, \$25**, over the top.

Finally, gently pat a dot of shimmery gloss such as **Fake Bake Dance Partner Lip Gloss (\$9.95)** in the centre of both your top and bottom lips to reflect light and give the illusion of a plumper pout.

Pucker up

- Just like fingerprints, your lip impressions are unique and could be used in an identification process.
- A passionate kiss can burn up to 50kJ in a few minutes, working as many as 30 muscles
- The average woman consumes nearly 3kg of lipstick in her lifetime.
- The strongest muscle in the human body is the tongue.
- Alcohol dehydrates your lips.
- Leonardo DaVinci spent 12 years painting Mona Lisa's lips.



get your fill

MAKEUP CAN DO WONDERS FOR PLUMPING LIPS, BUT FOR A LONGER TERM SOLUTION TO THIN-LIPPED WOES COSMETIC INJECTABLES COULD BE THE ANSWER.

Lip augmentation is one of the most popular cosmetic procedures and involves injecting filler into the lips to give them a youthful plumpness and add more definition. As well as changing the lip size for those who desire bigger lips, this procedure can be used to correct a host of imperfections including wrinkles around the lip area and redefining the Cupid's bow.

Cosmetic injectables have come a long way from the 'trout pout' days of over-filling lips, and with the procedure taking around 30 minutes it can be easily performed in a lunch hour with no downtime – meaning you can go back to work immediately. If you have lost lip plumpness with age or simply wish for bigger lips then you could be a candidate for lip augmentation.

There is usually some swelling on the lips after they have been injected but generally this quickly subsides and other side effects are rare. Results can last anywhere from a number of months to a number of years, depending on the filler that is used and your individual response to it.

While lip augmentation has a very good safety record, it is important to ensure that your injector has the required training and credentials for the product they are injecting.

There's a huge selection of fillers available for you to choose from, including the following:

Esthélis is a resorbable hyaluronic acid (HA) gel injectable filler. As HA occurs naturally in the body, this type of filler is biocompatible and biodegradable.

Fortélis Extra, also made with HA, is a resorbable implant that can be used to augment and recontour lips.

Juvéderm is a resorbable gel filler available in two formulations: the more delicate Ultra and more robust Ultra Plus. Juvéderm fillers have a high concentration of cross-linked particles, which can increase longevity and achieve a smoother consistency in some cases.

Smooth away wrinkles

As well as lip augmentation, another popular non-surgical way to achieve a more youthful looking face is with botulinum toxin anti-wrinkle injections, such as Dysport and Botox.

It's most commonly used to combat crow's feet around the eyes, the central frown lines between the eyebrows, the worry lines across the forehead and the 'marionette' frown lines from the corner of the mouth to the chin.

The injections work by relaxing the muscles that cause wrinkles. When relaxed they don't contract, so they temporarily go away. Results typically last from three to six months.

Restylane Lipp is an injectable stabilised HA gel filler designed especially for lip enhancement. The filler consists of medium-sized particles that combine with your body's own HA to plump lips.

Aquamid is a longer lasting filler, and can offer an excellent solution if you've tried a temporary filler and now want long-lasting results. The product is composed of 97.5 percent water and 2.5 percent polyacrylamide and once injected it integrates with the body's own tissue. It's non-absorbable, biodegradable and does not migrate from the injection site, which means the results can last for years.

Collagen fillers have been one of the most widely used cosmetic injectables over the past 25 years. The collagen is derived from purified cow skin and is biocompatible.

Fat transfer is another option and involves harvesting fat from your body (usually from the thigh or buttock area) and using it to inject into your lips. The downtime is longer than with other lip enhancement procedures and the injected fat is reabsorbed by the body over time. Results typically last between three and five years. **bella**