

Lip plumpers expected to swell sales of lip products

Whereas technology has been a major driver in many beauty categories, lip products have recently fallen behind. As a result, global sales of lipsticks, glosses and pencils in 2005 are static in Western Europe and showing a decline in North America, according to research company Euromonitor International.

That is, until now. Finally lips are coming into their own thanks to growth in lip plumpers, which are tapping into the trend for topical skin treatments that mimic surgical intervention. Whereas most women are hesitant to try collagen implants, lip fillers and lasers, many are trying out the latest formulations which promise to inflate lips to Hollywood actress Angelina Jolie-style proportions.

Quick fix lip plumpers come in a variety of different forms. Early versions, such as DuWop's Lip Venom and Boots Time Delay, contain ingredients such as ginger and chilli that give the lips a tingling sensation. But as with all good things, consumers want more and the market is developing to offer higher performance products.

Lip plumping technology moves on to produce long-lasting results



too-faced-lip-injection-extreme

Too Faced Lip Injection Extreme is a lip plumping serum based on four advanced lip plumping technologies and is recommended for use as part of a regular skincare regime. With continued use, it is claimed to increase lip volume and plumpness.

LipFusion by Lip Plump has consistently been a best seller in both the US and France. The product uses a patented technology that delivers micro-injected collagen to the lips where it binds with moisture to plump up lips.

Canadian skincare brand Dermaglow also claims long-term results for its Pro Peptide Advanced Lip Plumper. Number one in Canada, the product claims up to 350% collagen synthesis, 60% hydration, 40% lip volume and 30% reduction in wrinkles.

City Lips Collagen Stimulations Lip Treatment also boasts a high tech formula containing collagen peptides and HA infused filling spheres to boost volume by 20%.

New to the lip plumping category is Lipology by Advanced Beauty Labs, a high-tech treatment line which launches in July 2006 in the US. Products include the Glyco Protein Collagen Booster, which claims to

work below the surface to stimulate the lips' production of fibronectin, which is a glycoprotein that can help smooth and even renew signs of lip damage.

Proof that lip plumpers have arrived as a category comes in the form of a Lip Plumping Station, which is being trialed in 30 Boots health and beauty stores in the UK. Created by UK retail designers Michael Sheridan & Company Ltd, the merchandiser sorts the products into different types, eg for a stinging or numbing effect, lip treatment etc.



Boots-lip-plumping-station

The future- not just trend-setting young consumers

"Current fashion trends for fuller lips means that the appeal of lip plumpers extends to younger consumers trying to recreate the pout of celebrities such as Angelina Jolie and Liz Hurley," comments Claire Briney, analyst for Euromonitor International.

However, future growth is also likely to come from older women whose lips have lost their youthful volume and are looking for more treatment based products. Most lip plump products tend to be available as glosses, but Briney reckons it won't be long before manufacturers bring this technology into lipsticks, the product most women could not do without.

Should you have any comments or feedback, please contact me: feedback@specialchem.com

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Market sizes - retail value rsp - US\$ mn - fixed exchange rate			
	2005	%97/05	%04/05
Lip products			
World	10002.2	51.9	3.9
Western Europe	2257.9	36.4	0.7
Eastern Europe	1131.9	388.7	12.1
North America	2501.3	47.0	-0.3
Latin America	1040.6	82.7	17.3
Asia Pacific	2548.1	23.5	5.8
Australasia	167.4	44.2	3.6
Africa and Middle East	355	43.3	-12.2