

# The truth about lip care

**The what, the why and the how about the product. With our most popular myths debunked.**

*Section: Product stories*

What is lip care?

Kisses and smiles. Wining and dining. Lips do a lot and all with delicately thin skin that can't produce its own oil. Lip care is all about giving your lips enough moisture and protecting them from sun, irritants and that orange lipstick you bought for an 80s party. Read on to see why your luscious lips need more than a chapstick to keep them smiling.

Why is lip care important?

More than lip service

Lip care is about much more than makeup. The fine, delicate skin on the lips is unique in not being able to produce its own oil. Add in the fact the fact that saliva enzymes dissolve the skin barrier and you can see why your lips are so prone to dryness and even cracking.

“You can lick your lips to keep them moisturised”

Try a lick of lip balm

What are you, a cat? Using your tongue as a moisturiser makes the problem worse as salivary enzymes eat away at the skin barrier and evaporation increases. Try a nice lip balm, salve or butter instead.

“Lip products are addictive”

Maybe

Sliding a soothing salve over rough lips can leave them feeling instantly better, so its no wonder this one can be a little habit forming. If you're burning through chapsticks, slow down and listen to your lips. Choosing the right lip product can make sure it's a healthy habit.

“A scrub with your toothbrush helps”

We can't... with this one

Your poor lip skin is being being dried and dragged all over by those scratchy bristles. Yes, a little exfoliation is a good idea, but do it with the right product. That means a lip scrub – we'll even find you a minty fresh one.

How to incorporate lip care into your routine

Your lips are sealed

Start with an exfoliating lip scrub. Now lock in moisture with a balm that include an occlusive as

well as an emollient. Balms that contain only humectants (like hyaluronic acid and glycerin) can pull moisture the wrong way if the air is dry which means you get the opposite of the lovely lips you want.