

HEALTHY TIPS FOR Kissable Lips



Year-Round Lip Care Makes For Sensational Smooching

(NAPSA)—You might forget the candy. The flower shop could close early. And an unexpectedly long day at work might sabotage your fancy dinner reservations. So, what have you got left? A special occasion smooch—that kiss from your lips to your sweetheart's, which says "You're special!"

So here's a message from the Lip Care Specialists at Blistex: Be sure to get your lips in peak puckering shape for any special romantic occasion—because a kiss is your one truly reliable show of affection.

For starters, if your lips are irritated or flaking, apply a medicated lip balm to help relieve the pain and itching. Dr. Charles Zugerman, associate professor of clinical dermatology at Northwestern University Medical School in Chicago, recommends a product such as Lip Ointment, which contains three different analgesics plus skin protectants and moisture to soften skin (a key attribute for truly kissable lips).

For men, who tend to pay less attention than women to how soft their lips are, a little TLC on the mouth before that special kiss could earn you kudos from your mate. Blistex is the only major brand to offer a lip balm made specifically for men—Clear Advance, which has special wear-off-resistant ingredients, but no shine.

Most important: Healthy, beautiful lips make for desirable lips, and committing to a year-long regimen of lip care is good insurance for the most memorable kisses possible, 365 days a year. Following are additional Dos and Don'ts for achieving peak lip readiness for special kissing occasions.



Attractive, moisturized lips are more desirable for kissing.

- Do avoid licking your lips, since evaporating saliva actually makes lips even drier than before.
- Don't peel or exfoliate severely chapped lips; it will only make the problem worse. Instead, gently nurse lips back to health by using a lip protectant with advanced moisturizing ingredients.
- Do use a lip balm under lip color or lipstick. It helps condition lips and makes color glide on more evenly for a smoother appearance. (Don't forget: Attractive lips are desirable for kissing.) Or, consider wearing only lip balm for truly conditioned lips with color that won't smear. Try new Spa Effects lip balms that can entice you both with their appealing flavor/aroma blends commonly associated with spa/aromatherapy products.
- Don't forget about cold sores. If you are prone to outbreaks, keeping lips protected and moisturized can help ward off irritation and other lip damage that sometimes trigger virus outbreaks.

To discover what your lips are missing, or for additional information about lip care, visit www.Blistex.com.