

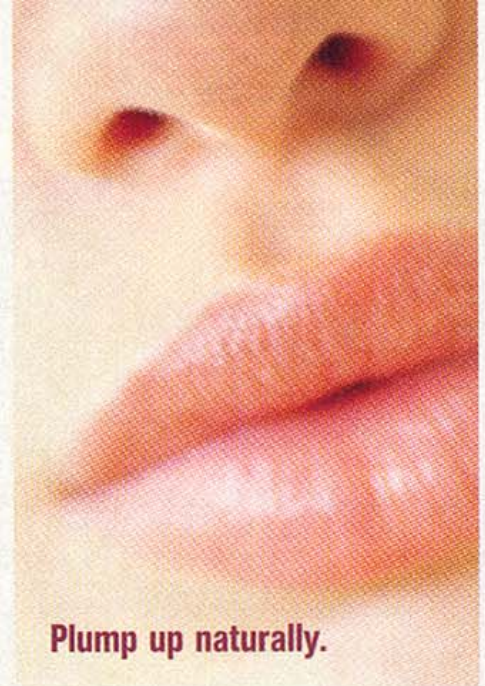
# Faking **Fuller Lips**

If you're looking not only for color and conditioning but for fuller lips, too, there's a natural alternative to collagen injections. The newest, most effective path to a plumper pout is achieved via products that you apply *before* putting on lipstick. They all contain MAXI LIP, a mix of three ingredients that work together to stimulate the production of collagen, the protein fibers in skin that keep it firm and plump.

While you won't see Goldie-Hawn-in-the-First-Wives-Club effects, you can expect a small but noticeable improvement in the size of your lips after a month of regular use, says John Garruto, a cosmetic chemist and formulator for Garden Botanika, a company that uses MAXI LIP in some products. In clinical studies, researchers saw an increase in lip volume of up to 40 percent when the formula was used three times a day. To maintain the effect, you have to continue using it.

Of course, there is a catch to these collagen-esque effects: Though many of the products are naturally based, the three peptides—tribehenin, sorbitan isostearate, and palmitoyl oligopeptide—that make up MAXI LIP are synthetic, which means that purists may want something different. In that case, try Joey New York Super Duper Lips, or maybe Lip Venom by DuWop.

The first of these natural options is a honey-and-lactic-acid-based gel; the second is formulated with ingredients like ginger and cinnamon. Both create a fuller effect—albeit one that only lasts a few hours—by increasing blood flow to the lips. And while your lips may feel as though they've been numbed by Novocain, the weird effect isn't dangerous. It's just the price a girl has to pay to plump up her pucker. —K.R.



**Plump up naturally.**

**FIND IT!**

MAXI LIP is found in **Garden Botanika Anti-Aging Lip Treatment, Molton Brown Wonder Lips Booster, Bare Escentuals Soy Mocha SPF 15 Lip Balm, Pür Minerals Mineral Lip Rejuvenator, and Pür Minerals Lip Plumping Gloss.**