

Just as bright paint looks best on primed walls, shock-value lipstick is enhanced by a soft, smooth pout. The pros share their lip service.



bright ideas
To try on more shades virtually, go to realsimple.com/makeovertool.

take care

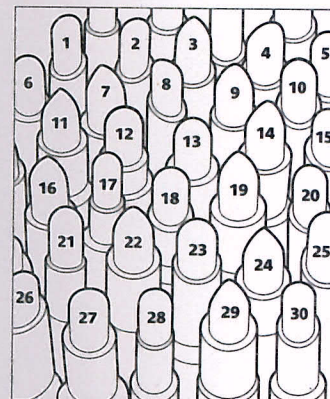
Treat your mouth as you would the rest of your face: Moisturize and protect it. Choose a balm with an SPF of at least 15, and reapply often. “We lick our lips constantly, and that can strip moisture just like frequent hand washing can,” says Elizabeth K. Hale, a dermatologist in New York City. If your lips are chronically red and dry, try applying a moisturizing lip treatment, such as Neosporin Lip Health Overnight Renewal Therapy (\$5, drugstore.com), after your nightly cleansing. And exfoliate with a gentle scrub, such as Fresh Sugar Lip Polish (\$23, fresh.com)—but only three times a week. Any more and you could irritate this fragile skin.

holding the line

Fine lines show up quickly in the cutaneous lip (what dermatologists call the mustache area) due to repetitive motions, like sipping through a straw, eating, and talking. “Many people also carry tension around their mouths, which can cause vertical lines to form,” says Hale. To lessen the look of those tiny creases, use an over-the-counter retinol cream, such as StriVectin Advanced Retinol Night Treatment (\$109, strivectin.com), at night. (If wrinkling is severe, try prescription Retin-A.) Apply sparingly, because both can cause irritation. During the day, make sure you’re covering the area with SPF, as the sun breaks down your firming collagen fibers. And consider lip lines another good reason to quit smoking.

pillow talk

As we age, we lose volume in our lips. But with the proper TLC, lips will look softer and fuller and therefore younger longer. Still, if that’s not plump enough for you, injectables are an option. Restylane, made from hyaluronic acid (a substance normally found in the body that attracts and binds moisture to skin), is the only injectable filler approved by the Food and Drug Administration for use directly on the lips, says Anne Chapas, a dermatologist in New York City. One treatment can cost up to \$900 and can last for 12 months. More recently, the injectable Belotero was specifically approved for smoothing the lines in the cutaneous lip. The price and the staying power are similar to those of Restylane, but it can be injected closer to the surface, where wispy lines reside.



to boldly go

“Brights are not meant to be a natural look,” says Innis. Which means anyone can wear any one.

TO BUY: 1 and 8: L’Oréal Paris Colour Riche Luminous Lipcolour in Pink Vinyl, \$10, lorealparisusa.com. 2: Bobbi Brown Creamy Matte Lip Color in Pink Lily, \$24, bobbibrown.com. 3: Shiseido Perfect Rouge in Sensation RS448, \$25, shiseido.com. 4: Lancôme Baume in Love in 110 Urban Ballet, \$25, lancome-usa.com. 5: Chanel Rouge Allure Matte Lip Colour in L’Eclatante, \$34, chanel.com. 6 and 10: By Terry Hyaluronic Sheer Rouge in Princess in Rose, \$35, barneys.com. 7: Sephora Rouge Shine Lipstick in No. 20 Fairy Tale, \$12, sephora.com. 9: Buxom Full-Bodied Lipstick in Exhibitionist, \$21, sephora.com. 11: Bobbi Brown Rich Lip Color in Soft Coral, \$24, bobbibrown.com. 12: YSL Rouge Volupté Shine in Corail in Touch, \$34, yslbeautyus.com. 13: MAC Cosmetics Mineralize Rich Lipstick in Lady at Play, \$22, maccosmetics.com (available in March). 14: Estée Lauder Pure Color Lipstick in Fireball, \$25, esteelauder.com. 15: By Terry Hyaluronic Sheer Rouge in Mango Tango, \$35, barneys.com. 16: Sephora Rouge Shine Lipstick in No. 29 Latin Lover, \$12, sephora.com. 17: Wet n Wild MegaShield Lip Color SPF 15 in Salsa Lessons, \$3 at drugstores. 18: Clarins Rouge Eclat in Juicy Clementine, \$26, clarinsusa.com. 19: Revlon Super Lustrous Lipstick in Siren, \$8, revlon.com. 20: L’Oréal Paris Colour Riche Luminous Lipcolour in Fiery Veil, \$10, lorealparisusa.com. 21, 28, and 30: L’Oréal Colour Riche Luminous Lipcolour in Violet Chiffon, \$10, lorealparisusa.com. 22 and 29: Maybelline New York Color in Brazen Berry, \$8 at drugstores. 23, 25, and 26: By Terry Hyaluronic Sheer Rouge in Dragon Pink, \$35, barneys.com. 24: Smashbox Cosmetics Be Legendary Lipstick in Fuchsia Flash Matte, \$19, smashbox.com. 27: Lancôme Rouge in Love in Violette Coquette, \$25, lancome-usa.com.