

LIP CARE ESSENTIALS ACHIEVING THAT POUT OF PERFECTION

Want a sexy smile? Want luscious lips that mimic Angelina Jolie's? While it's important to maintain healthy, beautiful teeth, you won't get that pout of perfection if you fail to properly care for your lips. As a cosmetic dentist, **Dr. Bruce Freund does his best each day to perfect his patients' smile.** And after nearly 30 years of practice, he is still amazed by how many people come in seeking a "Miss America" smile while failing to care for their lips. "As a dentist, I don't only focus on someone's teeth. It's hard for a patient to get a perfect smile if their lips are consistently neglected. Your teeth and lips go together. You just can't have a great smile with unsightly and unhealthy lips."

Around 92 per cent of women use lipstick each day, but the truth is we're still more likely to apply a body cream or get a facial than we are to properly care for our lips, even though they are one of the most exposed areas of our skin. Lips have an extremely thin outer layer and few oil-producing glands, which can lead to excessive dryness. They also contain very little melanin and, without protection, can quickly become burnt. The sun can also impact the collagen in your lips. Collagen is a protein that prevents wrinkle development around the lips. Constant exposure to the sun can lead to undesirable and premature aging. And remember, the sun can be just as harmful during the winter months as it is during the summer months.

The most important step you can take to achieving the sexiest lips ever is to protect them from the sun. The best protection against sun damage is a water resistant lip balm that keeps lips moist and has an SPF of 15 percent or higher. Lip balms with sunscreen should be applied a ½ hour prior to sun exposure and then reapplied throughout the day. Extreme weather can also lead to chapped and flaking lips. To keep lips supple, exfoliate them gently with a soft toothbrush and a lip exfoliator. Once they have been exfoliated, a moisturizer with sunscreen should be applied to add softness. Remember to wear a lip balm to seal the moisture in. And a quick tip is to avoid licking your lips. The saliva forms a lens and will intensify the sun's rays, which can lead to dryness and may cause lips to burn.

Achieving that truly perfect smile is a two-step process, involving proper dental care and proper lip care. And a few simple steps are all it takes to achieve succulent, radiant lips.

Stay tuned for the launch of Dr. Freund's lip kit, the essential grooming kit for beautiful lips and the perfect smile. The lip kit will include: a lip exfoliator, a lip moisturizer with SPF, a lip plumper & gloss, and a lip stay to help seal in color.