



# Why use our Lanolin-based Lip Balm?

Many customers have asked us what's so special about using lanolin in a lip balm.

Here's what we tell them:

- ❖ Lanolin is easily **ABSORBED** – lips maintain healthy moisture balance
- ❖ Lanolin **MOISTURIZES** rather than coats – no need to reapply often
- ❖ Lanolin **HYDRATES** – lips feel and look healthy all the time
- ❖ Lanolin **PROTECTS** – say goodbye to cracked, sore lips
- ❖ Lanolin **RESTORES SOFTNESS** – lips feel soft, natural and totally kissable

**LANOLIN FIRST** – Lanolin is the first ingredient in LanoLip, ensuring your lips are moisturized with only the finest natural ingredients.

**LOCKS IN MOISTURE** – LanoLip uses ingredients such as medical-grade lanolin, Jojoba Oil, Sweet Almond Oil and Vitamin E to lock in moisture and keep lips looking and feeling their best.

**WAX-FREE** – LanoLip doesn't use wax-based ingredients so you can say goodbye to the icky, wax build-up that other brands leave behind.

**PLUMPER, HEALTHIER LIPS** – LanoLip is the only lip balm that creates fuller, healthier looking lips instantly.

**DELICIOUS FLAVORS** – LanoLip uses the relaxing aromas of Wintergreen, Orange Vanilla and Strawberry SPF 15 to ease all your senses. LanoLip is also available in an Unscented SPF 15 version for sensitive skin.

**SOOTHING RELIEF** – LanoLip binds with a body's natural moisture so it soothes rather than coats, meaning you don't have to reapply often!

