



LIVE BRILLIANTLY  
DEMI MOORE  
for Helena Rubinstein

HR  
HELENA RUBINSTEIN

LIP  
SECRETS

TIPS AND TRICKS FOR THE LIPS

## 1 Perfect make-up removal of lips

---

Good make-up begins with perfect cleansing. Use a cotton pad soaked with All Mascaras to gently remove make-up from lips.



## 2 Skin care = 50% of the make-up result

---

Lip make-up also begins with an adapted care product.

Apply Collagenist with pro-Xfill Lip Zoom to lips and lip contours. Perform small, pinching movements to the contour to plump up lip volume.

Remove excess product before applying make-up.



## 3 Magic Concealer, effective yet invisible

---

must  
have

To erase any shadowy zones, unify lip contour with Magic Concealer.

Use a shade ½ a tone lighter than skin tone and apply just a small amount to imperfections using a lip brush.



## 4 Loose powder to set the complexion corrector

---

Using a brush, set the complexion with an ultra-light veil of loose powder.

Target only the imperfection zones treated with Magic Concealer.



## 5 Lip liner, a precise application

---



Choose a tone-on-tone lip liner or one in a similar shade to your lipstick.

Trace a clean line on your lips' edge and shade inwards.

For impeccable hold, powder the shaded line just before applying lipstick.

Never shrink or enlarge your natural lip size as it will look artificial.

## 6 Plump lips without a lip liner

---

Do not always have to wear a lip liner.

For plump-looking lips, apply a touch of lipstick to the centre of the lips and then blend outwards using a brush.



## 7 Lipstick for a perfect smile

---

Avoid dark shades on very thin or very plump lips, as they tend to shrink or accentuate lip size.

Color lips without overloading. Not all of the lip has to be covered for a perfect smile.

Remove excess lipstick with a tissue.



## 8 Gloss for a mastered volume

---

For a plumped-up effect, apply the gloss only to the center of lips and avoid overloading the contours.



LIVE BRILLIANTLY

HR  
HELENA RUBINSTEIN