

Fuel for The Lips by Jeanette Leigh

No one wants to snog someone who has a crusty labium superius oris (upper lip) and labium inferius oris (lower lip); male or female. That's why people love lip balm.

Most lip balms appear to soothe dry lips so we can once more smile with comfort and confidence. However, if you knew the truth about lip products, you could almost be excused for thinking that it's an industry that by its very nature encourages the continuation of the problem it purports to solve.

Most commercially available lip products actually make us addicted to them by creating a kind of rebound effect, so that when we achieve the initial benefit, it causes a cascade of other difficulties that require us to constantly reapply.

Robert Heimann, founder and formulator of the natural skincare line, Epicuren, says that most lip and cold sore products in the market today are primarily wax based.

"They claim to penetrate at a cellular level but they can't if they contain wax."

Most have ingredients that actually cause drying because they contain petroleum based products. Derived from crude oil, a bounty found deep in the earth, they are by-products of the oil drilling industry - good for running cars, but do we want them on our body? Interestingly the European Union has banned several products containing petroleum jelly, plus studies are showing a possible cancer link with the substance.

"The skin on our lips is unique. It's composed of only 3-5 dermal layers. Facial skin has 16. There are no hair follicles, or sebaceous or sweat glands to keep the lips moisturized and protected. Lips are more pink than the rest of our body because they contain less pigment, and are therefore more translucent. For these reasons they are in need of ingredients that boost cellular immunity to protect them from infection," says Robert.

Waxes are also highly "comedogenic", or pore clogging. Robert says they create a ripe environment for bacterial and dormant viral spores (herpes virus) because they seal it all in. Some of the ingredients are linked with cancer, endocrine disruption, nervous system damage and other health concerns.

"It's confusing for people because it feels like the product is hydrating the lips but instead it blocks the natural process of exfoliation that lips need to perform every 28 days. Wax seals in the dead cells and stops the body from producing the natural moisturizing oils. Some balms contain mineral oil, another by product of petroleum. This can even produce blackheads around the mouth."

If you're considering buying something with ingredients that are numbers, or words you can barely pronounce, such as methylparaben, propylparaben, tocopheryl acetate (causes itching, burning, scaling and hives!) and retinyl palmitate, it might be best to give it a kiss and a miss.

Ladies, you don't have to give up rouging your lips just yet. Robert Heimann has created lip care products that are actually effective and nourishing for the skin. His own journey into the world of skin care began because like Michael Jackson, a young Bob Heimann developed vitiligo, a genetic disease where the body's immune system attacks pigmentation. He was becoming albino.

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The vitiligo was uncontained despite the prescribed medications, which could also cause permanent liver damage. So after university he turned his skills as a biochemist and engineer, to solving the problem; teaming up with some heavy scientific hitters; cosmetic chemists who were a part of the Nobel Conglomerate. Their investigation of substances produced no known cure but they were able to dramatically minimize and diminish the progress of vitiligo.

“In the process of looking for a cure we developed ointments and creams that work on the skin at a molecular level. We found we were able to create incredibly beautiful skin, in a way that had never been done before. From the experience of this I developed a skin care company called Epicuren,” says Robert.

He turned his attention to a new approach for lip care because the available choices were not healthful products. As such Robert has become an expert in the field of lips and oral health.

“No formula that contains wax can penetrate, hydrate, exfoliate or medicate, so after several years of research we discovered the perfect solution. We created our [Miracle Lips Salve and Serum](#) because we found that a liquid or ointment penetrates at the skin’s cellular level.”

“In addition all our ingredients are natural and therapeutic. For instance they contain Propolis and tea tree oil, both of which have been used for thousands of years. They have proven anti-bacterial, antiviral, anti-inflammatory and antifungal qualities, that can prevent infections, including herpes simplex. Propolis is also rich in vitamins and minerals. So our Miracle Lips products soothe and stimulate the cells to help create healthy lips, while encouraging the break down and exfoliation of dried, chapped and diseased cells. In other words, this is a cure - not a cover up.”

Some medical practitioners, such as Dr Asher Milgrom, President and CEO of American Medical Aesthetics Corp, are now confidently recommending these products instead of traditional treatments. Dr Milgrom says, “We offer Miracle Lips as a non-prescription alternative treatment to patients who suffer from cold sores and cracked lips.

Filled with a litany of fabulous ingredients, Miracle Lips Serum and Salve have so many amazing benefits such as reversal of sun damage and prevention of skin cancer. Robert Heiman is dedicated to using natural, organic and scientifically tested ingredients that really make a difference to the health of the individual.



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