

DECORTÉ

Introducing DECORTÉ LIPOSOME ADVANCED Repair Lip Serum Cutting Edge Liposome Technology Delivers a First for Lip Barrier Repair and Care



DECORTÉ introduces Liposome Advanced Repair Lip Serum to the bestselling Liposome Advanced Repair collection that embodies the best of Japanese science and technology. The new lip serum features advancements in the breakthrough Multilamellar Liposome Technology developed first and only by DECORTÉ after forty years of liposome research.

The Challenge: Lips are less protected than facial skin and more prone to dryness and roughness than any other part of the body.

Lips are thinner, more sensitive and delicate than facial skin because the structures are different. The skin barrier, or stratum corneum, structure of lips is thinner with only 3 to 5 layers versus up to 16 layers in the face. Lips have less keratin than facial skin and lack oil glands. These factors contribute to why lips are less able to retain moisture and why they are prone to dryness, cracking, and peeling.

The Solution: A new innovative approach to lip care.

Our DECORTÉ scientists conducted extensive research into the characteristics of lips and developed a new multilayered bioliposome specifically for lip care. These new microcapsules with a size of approximately 0.1-0.3 microns are able to effectively penetrate deep into the stratum corneum and release skin nurturing and repairing ingredients over a 24-hour period.

The Result: A breakthrough formula that delivers 100 billion liposomes in a single application for all day hydration and moisture repair.

The new colorless soft balm-to-serum formula immerses lips in long lasting hydration. With one application, highly effective ingredients are instantly transported and released to where they are needed most to help with dryness, roughness, lack of elasticity and dullness. Lips feel softer, smoother with a vibrant, healthy glow.

Key Ingredients:

- **Prevents dryness, roughness and chapping:**
 - Ceramides
 - Vitamin E
 - Serine
 - Shirakaba Water
- **Provides firmness and elasticity:**
 - Hyaluronic Acid
 - Aloe Barbadensis Leaf Extract
- **Locks in Moisture:**
 - Organic Jojoba Seed Oil
 - Organic Shea Butter
 - Squalane
- **Addresses Dullness:**
 - Pinus Sylvestris Cone Extract
 - Oryzanol

Key Benefits:

- Melts comfortably into the lips and immerses them in all day moisture.
- Instantly soothes, plumps and firms.
- Non-sticky or tacky balm-to-serum formula.
- Helps to give vibrancy to pale lips.
- Helps to repair damage including dryness, roughness and fine lines and wrinkles.
- Hypoallergenic formula. Allergy tested. Dermatologically tested. Fragrance-free.

The Packaging: Environmentally friendly made from glass with a plant-based resin cap. FSC-certified paper carton.

Usage: Incorporate into your daily skincare routine using morning and night. Reapply as needed during the day. Put an appropriate amount on to the spatula or fingertips and smooth over lips.

*Can also be used as a lip primer. Use sparingly before applying your lipstick.

*For use as a night mask for intense hydration, apply a thick layer to lips before you sleep.

DECORTÉ continues to be a pioneer in liposome research and new technologies. As the first brand to apply the liposome delivery system to cosmetics, it signified to the beauty industry that the success of skincare is not only the result of ingredients and the combination of these ingredients but also the efficiency of ingredients to penetrate areas of the skin where they are needed most. Other products in the award-winning Liposome Advanced Repair Collection include [Liposome Advanced Repair Serum](#), the No. 1 Selling Serum in Japan*, [Liposome Advanced Repair Eye Serum](#), and [Liposome Advanced Repair Cream](#).

Suggested Retail Price: \$80

Availability: xx

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*COSME DECORTÉ calculation is based in part on data reported by Beauté Research SAS in April 2024 through its "JAPAN - Quarterly Retail Sales Report - Q1 2024" in the Department Stores and Boutiques Prestige market. (Copyright ©2024 Beauté Research SAS)

About DECORTÉ:

DECORTÉ, the global prestige cosmetics brand from KOSÉ Corporation, is Japan's best-kept beauty secret. Beloved by millions, the brand embodies the best of Japanese beauty, emphasizing superior technology, sensorial textures, and radiant beauty. In 1970, Kozaburo Kobayashi founded DECORTÉ with a vision to create extraordinary products achieved by balancing art and science with tradition and innovation. The brand is a pioneer in cutting-edge dermatological research and skincare technologies incorporating regenerative medicine to achieve remarkable results.