

Plump up **the volume**

Fashion says mouths are getting bigger

Report CAROLINE BOTTING

Full, plump and luscious-looking lips have never been in so much demand. With Angelina Jolie's plush pillow pout plastered on magazine covers, who can blame us for wanting well-endowed mouths?

The thing is, it's a problem that doesn't become apparent until we hit our late thirties. As we age we shrink, and sadly, so do our lips. The good news is there are now handy ways to plump up their volume.

For the needle-phobic, non-invasive lip-pouting products are a popular option.

Sydney plastic surgeon Dr Mark Kohout, a lip-enhancing specialist, said wipe-on wipe-off plumping products provided a good temporary measure for fuller-looking lips.

"The Saturday night lip-boosters often contain some sort of mild irritant which makes the lip swell," he said.

"Once the irritant is removed, the lip basically goes back to normal after about twenty-four hours or so."

For those wanting something that won't kiss off and are ready to face the needle, try permanent and semi-permanent lip fillers.

Semi-permanent lip injections take 15-30 minutes using products such as collagen and last three to six months, with costs starting from \$350.

The newest and most popular permanent lip filler on



Angelina Jolie: Luscious lips.

Photo: AP/Alastair Grant

the market is a water-based gel called Aquamid. The procedure takes the same time as a semi-permanent filler, but costs about \$1500. Like any permanent implant, however, Dr Kohout said there were risks in using the product.

"Tissue can react against a foreign material, but Aquamid's been shown to cause minimal reaction," he said.

Rose Bay plastic surgeon Dr Darryl Hodgkinson said fat injections to enhance volume were a better option.

"You can't reject your own fat, so volumetric enhancements with your own tissue make sense," he said.



Balm to boost lips

Try these new lip-smacking lip balms for instantly fuller lips:

Elizabeth Arden Caramide Plump Perfect Lip Moisture Cream, RRP \$42.

Molton Brown Wonder Lips Booster \$55.

ModelCo's WONDERFULL Lip Plumper, RRP \$24.

Stockists: Elizabeth Arden - 8877 5000, Molton Brown - 8268 5544, ModelCo - 8354 6700.