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**Lip Balms v/s
Lip Masks**

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Lip Balms vs. Lip Masks

Invest in lip care to enhance its appearance and accentuate its features

Words | Bindu Gopal Rao

The skin around the lips is almost as delicate as the skin around the eyes which is often overlooked. Beyond the aesthetic appeal and appearance, lips hold significant importance as far as communication is concerned. Dry, chapped, or pigmented lips can affect one's self-esteem and in extreme cases, tugging on flaky lip skin causes bleeding. This can again be quite uncomfortable.

The Concept

Lips need an adequate amount of TLC to appear plump, healthy, and pouty. This is where lip balms and lip masks come handy. It can instantly boost this delicate area with adequate hydration and other essential nutrients.

Let's find out the ones that are useful and the subtle difference.



Queenie Singh, Co-Founder and CEO, Beauty by BiE says, "Lip balm is an

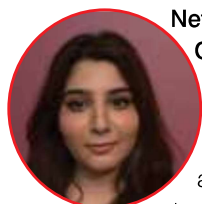
essential lip care product that is applied daily on the lips for immediate hydration, softness, and relief from dryness. This essential product can become an obsession over a period. For the benefit and well-being of your lips, look for lip balms which are cruelty-free and vegan. Lip masks are like a face mask. It imparts a concentrated dose of hydration that gives lips a burst of nourishment. These masks are thick in texture and need to be incorporated into your night-time skincare routines to support your lips during the overnight renewal and rejuvenation process."

Choose Right

Choose a lip product according to your needs and



requirements. If your lips are feeling too chapped, and you feel the urge to bite the skin off, it is advisable you squeeze in a rich lip mask in your night-time routine to soften and soothe your lips.



Netijata Mahendru, Founder & Principal Consultant, Broadcast Beauty Consultancy says, “There can be

differences in the texture and packaging between lip balm and lip mask but both are used for the same purpose. From a texture perspective, lip masks are thicker, almost like a thick coating on the lips, they soak your lips. On the other hand, lip balms are light. Look for products that will work well with your lip concerns. From SPF based lip balms to tinted lip balms to hydrogel lip patches, the list is endless.”

Lip Balm Vs Lip Mask

The base of a traditional lip balm is made up of waxes like beeswax. This locks in the moisture, protecting it from cold temperatures, dry air, evaporation, and harsh wind. Lip balms are primarily used for regular lip care, providing hydration and protection against dryness throughout the day. On the other hand, lip masks offer a more intensive treatment to repair and rejuvenate the lips. It is often used before bedtime or on special occasions.

“Lip balms can be used multiple times a day, while lip masks are used less frequently, perhaps a couple of times a week or as needed. Lip balms have a lighter texture and are designed for regular, frequent use. They create a protective barrier



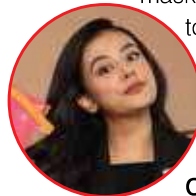
on the lips to prevent moisture loss. Lip masks have a thicker, more concentrated formulation with powerful ingredients meant for intense hydration and repair,” says **Avni Sricharan Founder, DEFI beauty.**

Timing It

In essence, lip balms are best for daytime use, while lip masks are ideal for overnight application. The choice between



lip balm and lip mask depends on personal preference. “For individuals with severely dehydrated lips, using a lip mask 3 to 4 times a week is recommended due



to its thicker, nourishing layer that can be left on overnight,” says **Ananya Kapoor, Founder of Type Beauty Inc. Sanshi Agarwal, Founder, Flossy Cosmetics,** “Think of lip balm



as a moisturizer specifically designed for your lips. On the other hand, a lip mask is a bit more potent in terms of nourishment. The difference between the two essentially lies in their formulation, a lip mask aims to provide profound hydration and effectively lock in moisture for an extended duration while a lip balm is for light hydration during the day.”

It is important to note that individual skin types and lip conditions vary, so what works well for one person may not be the same for another. Your dermatologist can assess your lip condition and recommend the best course of action based on your individual needs and skin type.



Dr. Charu Sharma, Co-Founder & Director of Dermatology, Cureskin says, “If your lips are generally healthy with minimal dryness or chapping, lip balms are suitable for daily use to maintain moisture and protection. If you

experience severe dryness, chapping, or have specific lip concerns like fine lines or sensitivity, lip masks are more suitable for intensive hydration and targeted treatment, choose lip masks.”

Incorporating lip balms and lip masks, along with other good lip care practices, can help you maintain healthy, attractive lips and prevent lip-related issues. **SS**