

# THE ZOE REPORT

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## How To Get A DIY Lip Flip (Without A Plastic Surgeon)



Ahhh, the lip flip... This subtle aesthetic procedure has amassed over 100 million views on TikTok (#lipflip) and is routinely requested by people of all ages. The treatment is pretty straightforward: About four to six units of a neuromodulator, such as Botox, are injected just above the upper lip (near the cupid's bow and around the corners of the mouth) for a fuller, more defined effect. The catch, of course, is that this treatment involves needles, isn't cheap and requires upkeep. Fortunately, there are some lip flip makeup hacks that'll mimic that flirty, pouty look — sans needles.

### **First Thing's First: What's The Deal With Lip Flips?**

As mentioned above, the lip flip is an outpatient aesthetic procedure to create the appearance of fuller lips without the use of lip fillers or implants. **"Most people associate Botox with paralyzing wrinkles in the forehead and crow's feet, but more recently it has been used 'off label' for what has been coined the 'lip flip,'" explains Dr. Michael Horn, a board-certified plastic surgeon based in Chicago. "The main objective is to relax the muscles that connect to the upper lip. This enables the lip to curl and relax outward, making it appear more defined and larger in shape."**

The effect is considered more subtle than what you'd get with dermal fillers, and on average you'll pay around \$300 for a lip flip (though prices will vary depending on your injector's specified rates). Results show up a week to two later once the neuromodulator kicks in, and they last for about three months. There's also a potential drawback that doesn't get discussed enough, notes Dr. Paul Jarrod Frank, a board-certified dermatologist in New York City. "The downside is that if a lip flip is done inappropriately — or too much — it can weaken the muscles [around the lips]," he says. "This affects motions around the mouth, like smiling or drinking out of a straw."

### **Lip Flip Makeup Hacks**

Thankfully, you can still get the look of a lip flip *without* having to encounter a single needle. All you need is a little makeup and some know how. I reached out to celebrity makeup artists who were happy to offer some pro tips.

Whether you're not a fan of needles, want to see what a lip flip might look like before taking the plunge, or simply want to flex your makeup artist skills, these techniques will give you the look of a lip flip without Botox.

*TZR Shop is The Zoe Report's shoppable guide to editor-approved buys in fashion, beauty, wellness, and lifestyle. We may receive a portion of sales if you purchase a product through a link in this article.*

### **The Overlining Method**

For this method, you'll need a lip liner that's a shade darker than your lip color and has a bit of brown in it, advises celebrity makeup artist Jamie Dorman. "This will create the illusion of shadow around your lip," she explains. Once you've got the right color, lightly outline your *natural* lip versus overlining right away. The goal is to slowly build up to that lip flip look, as opposed to drawing it on right away. (That tends to look unnatural.)

Once your natural lips have been lined, *then* you can begin to overline by drawing on the raised outer portion of your lip.

"This should be about the width of a pencil tip past your lip line onto your skin," instructs Bryan Cantor, a celebrity makeup artist and beauty expert based in New York City.

"Drawing any further onto the flat part of your face looks very fake and noticeable."

Cantor adds that it's helpful to look at a photo reference for some inspo. Choose a model whose lips are similar in shape and size to yours; the results will be more achievable and look realistic.

Nanacoco Professional

Outlast Lip Liner

\$7

A smudge-proof and waterproof liner like this one from Nanacoco Professional is great for reshaping lips and boasts up to 16 hours of wear.

e.l.f. Cosmetics

Love Triangle Lip Filler Liner

\$4

An angled shape on your lip liner allows you to be super precise, and this one from e.l.f. Cosmetics has a semi-matte finish that will lend a natural look. Plus, it's hard to beat that under-\$5 price tag.

Lipstick Queen

Visible Lip Liner

\$18

This waterproof lip liner features silky oils in the formula to prevent feathering and keep your pout hydrated throughout the day.

## **The Contoured Lip Approach**

The objective with this technique is to create the illusion of a fuller lip using “shadows” and “light.” It’s the same concept as when you contour your cheekbones or jawline, but focuses on your pout instead.

For this approach, you’ll need a slightly darker lip liner paired with a lighter lipstick, stain, or gloss. Have a highlighter handy, too.

“Start by overlining your lips, bringing the liner further onto your natural lips more than you normally would and making this line on your lips extra thick,” says Cantor. “Next fill in the corners of your lip to make a ‘C’ shape on either side, with the open part of the ‘C’ facing the center of your lips. Then take a lip brush and softly blend the edges of your liner towards the center of your lips to create a soft contour.”

After, apply your lip color at the center of your lips — slightly overlapping the contour — and rub your lips together a few times to blend. Don’t bring the center color all the way to the edge of your overdrawn lip.

Finally, reapply your liner and blend some more, either with a lip brush or by rubbing your lips together.

To play even more with the contour approach, Dorman says to grab some highlighter and apply to the top of your cupid’s bow using a small shadow brush. “A cream or liquid highlighter will pair and blend well with the texture of lip products,” she says.

WUNDER2

Wunderkiss Lip Plumping Gloss

\$19.95

A concentrated complex of collagen and hyaluronic acid in this liquid lip color will further plump lips once it’s applied — *and* it’s non-sticky.

e.l.f. Cosmetics

Small Precision Brush

\$5

This teeny-tiny brush is great for blending along the lip line, and it boasts a guilt-free price tag.

Beauty Care Naturals

Dewy Highlighter

\$20

Beauty Care Naturals' unique cream-to-powder formula is incredibly easy to blend, yet sets beautifully. Plus, the three available shades are universally flattering.

### ***The Makeup-Less Approach***

If you'd prefer to not wear makeup at all, you can create a subtle fuller lip with ultra-hydrating lip products.

Cantor says that a clear gloss or lip oil-focused *at the center* of the lips can also create the illusion of a lip flip. Choose a product that's made with a humectant like hyaluronic acid, which draws moisture from the air and instantly creates a plumping effect.

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