

q health: **HEALTHY LIPS**

As a staple in any skincare aficionado's arsenal, lip balms are a core necessity for healthy, hydrated lips. According to the 2018 market research by IRI Worldwide, an American-founded lip balm brand was announced as Australia's best-selling lip conditioner last year. With 2019 pioneering a new era for consumers seeking natural and locally made alternatives, Australian owned and made, Clean & Pure, is on track to rival these insights by today announcing they are Australia's fastest growing lip treatment.



Selling one lip balm every minute nationwide and recording a 620% uplift in sales versus March last year, Clean & Pure foregoes unnecessary chemicals and preservatives favoured by major lip care brands and instead opts for 6 or less naturally derived ingredients in their entire range of lip balms.

"We are thrilled to be Australia's fastest growing lip balm brand," said Mark Chapman, Queensland resident and founder of Clean & Pure. *"We invest countless hours in sourcing only the purest ingredients and educating Australia (and the world) on the raw goodness of mother nature. There's nothing quite like the Clean & Pure formula on the market."*

As the only brand in the world to use ethically sourced Queensland and Victorian Manuka honey beeswax and extra virgin olive oil – that is, the oil obtained from the first press of the olive – Clean & Pure has perfected their exclusive lip balm formula allowing water-based honey to merge with oil and wax in a solid and reliable form.

Combined with steam distilled essential oils, Clean & Pure offers an extensive range of flavour profiles, including Manuka Honey, Cocoa Butter, Pawpaw, Vanilla, Peppermint, and the brand's best seller, Tinted Rose; a floral-scented balm infused with a naturally occurring mica pigment to add a healthy red hue to the lip.

With each variant offering distinct benefits for the lips and surrounding skin, the lip balms contain nourishing vitamins and minerals that combat free radical damage caused by UV exposure, and optimises cell regeneration and moisture retention. Ideal for all skin types, including sensitive, Clean & Pure is recommended for daily use and can even be worn under lipstick as a lip primer.

Clean & Pure is available Australia-wide online and at all leading pharmacies and health food stores from \$4.99RRP. Clean & Pure is currently ranked as eBay's top selling lip balm treatment and the brand is due to release an extensive range of Manuka honey skin and body care products in the third quarter of 2019.

For more information, go to www.cpskin.com.au