

Beauty & Spa

Miscellaneous Spa & Beauty

LipMedic

www.lipmedic.com

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Lipmedic

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When I stumbled upon the self-proclaimed International Lip Balm Boutique called Lipmedic, I believe the first words out of my mildly chapped mouth were “you’ve got to be kidding me!” which were quickly seconded by “where have you been all my life!” You see, I am a lip ointment addict of the worst kind. I use often. I show no remorse. I go bananas if I can’t get my hands on it right away. And...I don’t share. Needless to say, while my friends and family were understandably concerned that I had found an online source for my ‘goods’, we were all intrigued by the caliber of the site and the amount of variety they provided – and that was just the first page.

Who could come up with such an innovative idea, you ask? This ultimate exercise in supply vs. demand was initiated by none other than the business-savvy, world traveled, highly educated, and yes, balm addicted, Jacqueline Bethea. What started out as a personal passion for the lip treatments she picked up in her travels around the world has evolved over the past two years into a full-fledged lip balm empire bringing balms from all corners of the earth to customers from across the globe. Perhaps the most interesting factoid on Lipmedic is the solid science its founder utilizes in selecting which balms will most benefit the company’s clients. Bethea spent the beginning of her professional life in Europe using her degree in Art History/Material Sciences to scientifically analyze pieces of fine art. Her extensive experience with the pigments and oils found in the paints of these masterpieces gave her the familiarity and comfort she would need in the balm industry. As it turns out, there are striking similarities and numerous overlaps between the ingredients of the artwork she deconstructed and the lip balm she wished to sell – call it coincidence, but an addict like me can only chalk it up to one thing – fate.

Lipmedic's site is a tribute to the importance Jacqueline Bethea gives to selection and accessibility. The over 500 balms available through Lipmedic are divided and subdivided into innumerable categories and classifications, but the site is incredibly user friendly. Have to have that banana balm you lost last week but simply cannot remember the brand? Not to worry, Lipmedic's simple point-and-click links and drop down menus are there to help! Feel the need to blow away your fellow balm addicts with a balm from abroad you're sure no one else will have? Simply follow the "exotic and foreign" link to the balms from over 17 parts of the world sure to impress even the most experienced lip balmer.

For those of you who stay abreast of the Hollywood happenings and hip trends of our times, rest assured, Bethea and the experts at Lipmedic are one step ahead to ensure you'll be seen with the ultimate in "cool" lip treatments. They carry lines such as Nuxe out of France and Perfumeria Gal from Spain, but also provide product for those of you who long for something frivolous and good enough to eat, such as Dirty Girl and Snapple Flavored Lip Balms.

For those of you who can resist ordering one of everything on the site at once, a simple way to stagger your balm use throughout the year comes in the form of Lipmedic's Lip Balm of the Month Club, or LBOTM for short. Sign a friend up for a dose of self-control and a monthly treat to the favorite flavor of the month – twelve times a year, Lipmedic will deliver their most popular balm directly to your door for a very reasonable \$65.

I have to say, Lipmedic has single-handedly brought balm addiction out of the closet and into the realm of acceptable cosmetic use – and aren't I glad to have found them. No longer will I wonder if people around me can hear the jingling of multiple lip balms in my bag! Nevermore will I worry that my tube of balm from London will be my last! Balm addicts of the world, unite, and take a trip to the virtual storefront of Lipmedic.com.

