

# *Too Faced*

## COSMETICS

Product Review Assignment

Lip Injection Extreme Lip Plumper

New York City College of Technology

Contemporary Issues in Fashion

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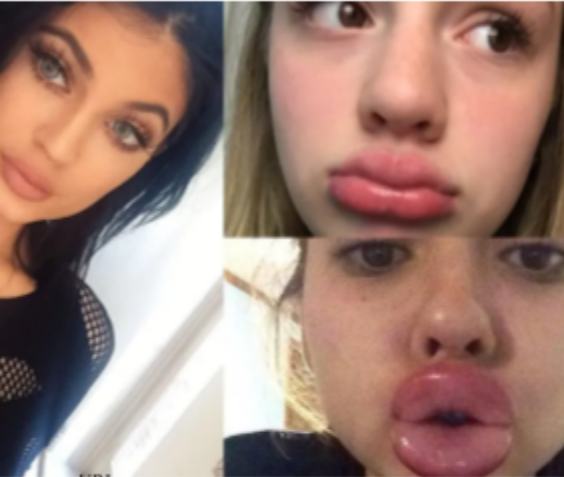


Throughout my teenage years, I struggled with feelings about my lip shape, often comparing myself to the beauty standards set by celebrities. I found myself particularly drawn to

Kylie Jenner's iconic lips during the height of her influence, when she was getting more recognition from the public eye due to her lip enhancements, including the viral Kylie Jenner Lip Challenge. At the time, I knew very little about makeup products. However, when I reached high school, I began exploring makeup more. For example, in my free time, I would watch YouTube tutorials and Instagram videos that were makeup-related. I remember discovering lip plumpers for the first time on YouTube and was amazed by its transformative effect. Lip plumpers were designed to temporarily enhance the lips, making them

**Figure 1**

*Results after Kylie Jenner Lip Challenge*



URL:  
<https://www.fox13seattle.com/news/kylie-jenner-challenge-leads-to-teen-lip-plumping-disasters>

fuller, and giving them a plumper appearance. Lip plumpers can be developed in different forms such as lip glosses, serums, and lip plumping devices. This is a way for one to feel confident and beautiful.

Too Faced is a makeup company that introduced the world to “Lip Injection Extreme Lip Plumper.” This product is a game changer for those who want fuller glossy lips without requiring procedures. Although applying this product may cause a stinging sensation on the lips at first, with continued use, the sensation becomes less intense over time. Rekstis (2016) states, “The Too Faced Lip Injection Extreme is a favorite. But oh my goodness, did that stuff sting the first time I put it on! Luckily, the sensation wasn't as strong or noticeable the second time around.” (Rekstis, 2016).

This indicates that the product's formula is intended to produce a visible effect, but

**Figure 2**  
*Lip Injection Extreme Lip Plumper*



Hydrating Pumping Lip Gloss

URL:  
<https://www.toofaced.com/product/23787/59006/lip-makeup/lip-plumpers/lip-injection-extreme-lip-plumper/hydrating-pumping-lip-gloss>

customers should understand that the sensation is a normal part of using the lip plumper. Many users find the temporary tingling sensation worth it for the plumped and glossy results it delivers. For example, the burning sensation caused by lip plumpers is intentionally designed to irritate the lips, leading to swelling (Chabo, 2023), which results in fuller lips. Yet, many embrace this process for its promising enhanced look. Ashley Rebecca, who tested out seven lip plumpers mentions positive things about “Lip Injection Extreme Lip Plumper” and shares her experience

**Figure 3**  
*Before vs After*



Elena Chabo using *Too Faced* lip plumper  
URL: <https://www.cosmopolitan.com/uk/beauty-hair/makeup/a44702429/too-faced-lip-injection-extreme-review/>

and advice using the product. Rebecca (2024) mentions, “This plumping gloss blew me away with its formula and results. With one swipe, I noticed the difference in my lips right away. It has a tingling, burning sensation that lasts but not to the point that it’s uncomfortable that made my lips look significantly plumper.” (Rebecca, 2024). This demonstrates how appealing lip plumpers can be, as their burning sensation is often outweighed by the instant

and noticeable results, making them a popular option. Lauren Ellman, another beauty enthusiast,

**Figure 4**  
*Before vs After*



Ashley Rebecca, Makeup Artist, trying on *Too Faced* Lip Plumper  
URL: <https://www.byrdie.com/best-lip-plumpers-4165884>

shares a positive review of Too Faced's Lip Injection Extreme Lip Plumper, stating that despite its high price, the product is worth investing in. After applying the product, Ellman (2024) states, "My lips appeared visibly larger in the mirror, and I noticed they stayed this way for about an hour after application. The super-shiny finish only enhanced the plumping effect, too." (Ellman, 2024). Her experience demonstrates how the blend of immediate plumping effects and a glossy finish can make this product a go-to for those desiring fuller lips without the discomfort of

**Figure 5**

*After Using Too Faced Lip Plumper*



Ellaman Reviewing *Too Faced Lip*

Plumper

URL:

<https://www.businessinsider.com/guides/beauty/best-lip-plumping-glosses-and-balms>

invasive procedures. It's clear that Too Faced Lip Injection Extreme Lip Plumper successfully boosts fuller lips, offering a hydrating, smooth application and a sheer, glossy finish that creates a natural look (Orofino & Wiley, 2024). Overall, it's a reliable option for those seeking a quick and effective way to enhance their lip's appearance. In addition to positive reviews from beauty enthusiasts, clinical results from a consumer study revealed that 97% reported their lips felt moisturized, 97% noted instant results and 93% observed their lips looking fuller and plumper immediately (Sephora, *Lip injection extreme lip plumper - too faced* n.d.). These findings reveal the product's

effectiveness, as both personal experiences and clinical data demonstrate its ability to deliver noticeable and satisfying results.

Too Faced's Lip Injection ingredients are listed as safe to use. On the Sephora website, the key ingredients are listed as a "lab-tested Blend featuring Atelocollagen, Marine Filling Spheres, Avocado, Jojoba Oils, Vitamin E (Sephora, *Lip injection extreme lip plumper - too faced*, n.d.)." Atelocollagen is a protein derived from collagen through the enzymatic removal of

teloptides (*Ewg Skin Deep what is ATELOCOLLAGEN*, 2024). This ingredient is often used in cosmetics and skincare products for its ability to enhance hydration and promote a radiant complexion. The second key ingredient is Marine Filling Spheres, which are dehydrated microspheres of marine collagen and glycosaminoglycans that rehydrate upon contact with water, expanding up to ten times their original size (BASF, *Marine filling sphere*, 2024). The combination of these ingredients delivers an enhancement in hydration, smoothness, and a plumper appearance, making them ideal for achieving the desired effects of the lip plumper. Jojoba oil, the third key ingredient is made up of nearly 98% pure waxes, mostly wax esters, along with sterols, vitamins, and small amounts of triglyceride esters, making it more accurately described as a liquid wax (Gad et al., 2021). Its waxy texture forms a protective layer, giving lips a shiny look while keeping them moisturized in cosmetic products. Rebecca (2024) states, “The texture of this gloss is akin to that of a tinted lip oil; it glides on wonderfully smooth, and the plumping results lasted at least three hours.” (Rebecca, 2024). The Jojoba oil plays a significant role in achieving this effect.

Last but not least, vitamin E found in avocado, is a fat-soluble vitamin, meaning it blends easily with oils and fats (L’Oréal, n.d.). Together, these ingredients work well to develop a lip plumper that enhances fuller, hydrated, and smooth lips. This product is gluten and cruelty-free, including being free of parabens, phthalates, sulfates, and triclosan, and contains less than one percent synthetic fragrance (Sephora, n.d.). These features provide a safe and effective solution for achieving plumper, more nourished lips. However, because the product contains capsicum,

**Figure 6**  
*Jojoba Oil*



Jojoba Oil, derived from the seeds of the jojoba shrub  
URL:  
<https://www.prevention.com/beauty/a29829814/jojoba-oil-benefits/>

which has been associated with allergic reactions, it is recommended that individuals with sensitivity avoid formulas containing this irritating ingredient (Ellman, 2024). As always, it's important for consumers to go over the ingredient lists and patch-test products to ensure compatibility with their skin.

If a consumer is interested in purchasing, *Too Faced's Lip Injection Extreme Lip Plumper*, they can visit the Too Faced website to search for the product. The website provides detailed information about the item in English, including its features, usage instructions, and a full list of

ingredients. Additionally, the site reveals product images, including a comparison chart that ranks different lip plumpers based on their effectiveness and intensity levels (Too Faced, n.d.). This allows its customers to choose their desired effect from options such as Lip Injection, Lip Injection Extreme, and Lip Injection Extreme. Too Faced uses its packaging as its marketing strategy which is part of the reason for the company's success. For example, Blandino, the founder of Too Faced Cosmetics, highlights the role of makeup packaging in the brand's success, expressing how women are drawn to products not only for their quality in formulas but also for their aesthetic pieces (Drozdz, 2018). This demonstrates the importance of visually appealing designs in enhancing a product's desirability.

**Figure 7**  
*Level of Lip Plumpers*



URL:  
<https://www.toofaced.com/product/23787/59006/lip-makeup/lip-plumpers/lip-injection-extreme-lip-plumper/hydrating-plumping-lip-gloss>

Moreover, this is likely due to its target market being a diverse audience of women with varying demographics, including different ages, skin tones, undertones, and personal styles (WordPress, 2017), which allows the brand to cater to a wide range of needs and preferences, fostering inclusivity and broad appeal. Too Faced recognizes that no two customers are alike, tailoring its



product line and marketing strategies to help each woman own their pretty (WordPress, 2017). This inclusive approach has solidified Too Faced's reputation as a brand that celebrates individuality and empowers women to express their unique beauty confidently. In addition, Too Faced uses social media heavily such as Instagram and YouTube to connect with its audience, by partnering with beauty influences (WordPress, 2017), proving its commitment to staying relevant and accessible in a rapidly evolving digital landscape. Furthermore, Too Faced's packaging perfectly embodies the brand's vision of blending fun with femininity, featuring glittery finishes, vibrant colors, and whimsical designs that celebrate its playful identity. For instance, the brand is known for its packaging to reflect its fun and feminine elements through bold colors, and whimsical themes (The Beauty Informer, 2017). This exemplifies a blend of creativity, precision, and data-driven decision-making that resonates with its target audience, creating a connection that drives customer loyalty and encourages repeat purchases. Yet, this strategic focus on packaging, inclusivity, and digital engagement has played a crucial role in Too Faced's success, allowing the brand to build lasting relationships with its diverse customer base while adapting to changing market trends.

As a result, Too Faced's Lip Injection Extreme Lip Plumper is the best product for individuals seeking fuller, plumper lips without procedures. The combination of effective ingredients enhances hydration and smoothness, delivering instant long-lasting results. While the initial tingling sensation may be off-putting to some, the product's performance and aesthetic appeal often outweigh the discomfort. With a strong marketing strategy that combines appealing packaging and proven effectiveness, Too Faced has succeeded in creating a product that resonates with a wide audience. This lip plumper has earned its place as a popular and reliable

beauty product due to its personal reviews and clinical studies. Too Faced's Lip Plumper is the best option for enhancing and achieving fuller lips.



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#TooIsBetterThanOne. <https://toofacedsocialmediamarketingplan.wordpress.com/about/>

