



How Do Lip Masks Work?

Dry lips got you down? We feel you.

Cracked, tender lips can really ruin the vibe. Plus, they aren't the best base for that iconic red lipstick look you were going to try out.

Whether you forgot to prep your pout with SPF before your beach day or your lips always run on the drier side, a hydrating lip mask might be just what you need for some lasting relief.

While your trusty lip balm sits at the bottom of your purse and supports you through every new adventure, sometimes you need something a bit stronger.

We present to you: the lip mask.

That's right, a mask specifically formulated for your prettiest pout. Let's explore how lip masks work and why you might want to add a lip mask to your routine.

What Is A Lip Mask?

Obvi, a lip mask is a mask for your lips, but what makes it so special?

An important thing to note is that not all skin on your body is the same. The skin on your face is very different from the skin on your lips. We have all experienced a moment when our face feels happy and glowy, but our lips are super chapped (and vice versa).

Lip care and skin care are different, so you probably don't want to lather your lip with a face moisturizer. Basically, your lips need different ingredients and care than your skin.



How Do Lip Masks Work?

While a lip balm hydrates your lips, a lip mask provides a more intense treatment.

The lip mask formula can whip your lips back into shape, providing soothing, plumping, and softening results. And, unlike lip balms, a lip mask's results are meant to last longer as their moisturizing ingredients provide a deeper dose of care. This also means you don't need to reapply multiple times.

Like any beauty product, the variety of lip masks out there is wide. In general, they are made with thicker ingredients than lip balms, like shea butter, coconut oil, or jojoba oil.

They also come in all different forms — sheet, jelly, or clay, you name it! Some masks are meant to be worn for about 15 minutes, while others put in work all night long.

With so much to choose from, it can be overwhelming to pick the best product for you. The way to seek out the best lip masks is simple: check out that ingredient list.

Take our [Hit Snooze Lip Mask](#), for example. This overnight lip mask is packed with dreamy ingredients that do all the work for you:

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How Do LIP MASKS Work?

Ingredients

- Squalane:** a natural moisturizer made from olives that **hydrates lips** to the max
- Apricot Kernel Oil:** a friendly oil that helps **moisturize** and **nourish** lips

Hit Snooze Lip Mask

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While you get some serious Zzz's, this jelly mask nourishes parched lips and helps seal in moisture. All you have to do is wake up to nourished lips.

How to Use A Lip Mask?

You've done your lip care homework, found the perfect product for your pout, and now it's time to let your new lip mask work some magic.

1. Prep With a Lip Scrub

Before you get too excited and smear on your new mask, take a minute to prep your lips. Use an exfoliating lip scrub to kick things off on the right foot.

Our [Pout Party Coffee Lip Scrub](#) glides on oh-so-easy with a balm-like texture, exfoliating and conditioning your lips to leave them extra smooth.

A combo of sugar and coffee arabica seed powder provides a gentle exfoliation of dead surface skin cells, while Vitamin E, coffee seed, and sunflower oil help condition your lips. Sounds like heaven, right? Let's get started:

1. Grab a glob and massage it onto your lips.
2. Wipe off any excess.
3. You're ready to mask up!

2. Lip Mask Time

The main event. Grab your Hit Snooze Lip Mask and remember, a little goes a long way. Tap the jelly with your finger and apply it before bed, treating it like a lip sleeping mask.

If you didn't plan ahead and need a quick fix, use it during the day by leaving it on for 15 minutes and wiping off any excess.

Dry, chapped lips? We don't know her.

3. Keep Up the Care

While adding a lip mask to your nighttime routine is certainly beauty guru behavior, it doesn't stop there. Like anything in skincare, consistency is key! This doesn't mean you have to use a lip mask 24/7, but it does mean that you should be treating your lips to what they need.

The easiest way to do this is to make lip balm your new bestie. Our [Oh Whale Lip Balm](#) gives lips some major comfort when they are feeling sad. Lip-hugging oils like argan and avocado wrap your lips in a layer of non-sticky moisture while shea butter seals everything in to keep our lips happy for hours.

What to add some color to your look? Our lip balm also comes in [tinted shades](#) to finish any look with a moisturizing pop of color.

Super Soft Smiles

An easy way to wake up with a pillowy, smooth pout. Sign us up.

Lip masks are the perfect way to level up your lip care routine. Smooth, soft lips can be the perfect base for any bold lip look or be the star of the show in their own right.

To keep your lips happy, remember to always use lip care products with clean and nourishing ingredients. From lip oils to lip masks, florence by mills formulas are created with amazing ingredients that make our besties (and their lips) super happy!

If you want to keep building your lip care routine, explore all our options and [find the right lip product for you!](#)