



Lip Balm — What Composition Really Works

Mini-brochure: functions (occlusive/emollient/humectant), ingredient decoder, SPF for lips, how to use (AM/PM, under lipstick), quick fixes for chapped lips, special cases, seasonal picks, myths vs facts.

What Makes a Balm Work (3 functions)

- **Occlusive** — seals moisture (petrolatum, lanolin, beeswax).
- **Emollient** — softens cracks (shea, cocoa butter, squalane, ceramides, triglycerides).
- **Humectant** — draws water (glycerin, hyaluronic acid). Use with occlusive on top.

Ingredient Decoder — What to Look For (and what to avoid often)

Label says	Good for	Notes
Petrolatum (petroleum jelly), mineral oil	sealing cracks; wind/cold	strong occlusive; non-allergen for most
Lanolin	sealing + softening	excellent for very dry lips; avoid if wool allergy
Beeswax, candelilla wax	texture + occlusion	good in sticks; combine with oils
Shea/cocoa butter; plant oils (almond, jojoba), squalane	emollient softness	layer under occlusive when very dry
Ceramides, cholesterol	barrier repair	great nightly or post-peel
Glycerin, hyaluronic acid	hydration pull	pair with occlusive top-coat
SPF 30+ (zinc/avobenzone etc.)	daytime UV protection	reapply every 2 h outdoors
Flavor/fragrance, menthol, camphor, phenol, cinnamon	—	can sting/irritate with frequent use — limit or avoid

How to Use (AM/PM & under lipstick)

- AM: SPF lip balm **30+**; reapply every 2 h outdoors (more on snow/water).
- PM: layer **emollient + occlusive** (e.g., shea + petrolatum) as a night mask.
- Under lipstick: thin emollient layer; blot; apply lipstick; dab occlusive only at centre if needed.

Quick Fix — Very Chapped or Irritated Lips

1. Stop licking/scrubbing. Switch to **fragrance-free** balms only.
2. Apply plain petrolatum every 2–3 h; consider hydrocortisone 1% **max 2–3 days** if inflamed (ask a clinician).
3. Humidify room at night; drink water; avoid spicy/salty foods temporarily.

Special Cases — When to See a Professional

Issue	What helps	Notes
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Cold sores (HSV-1)	antiviral cream (acyclovir etc.) + occlusive for comfort	start at tingling stage; see clinician if frequent
Angular cheilitis (cracks at corners)	antifungal/antibacterial per clinician + barrier balm	often linked to saliva; avoid licking
Allergic cheilitis	eliminate fragrance/flavor; patch testing	choose fragrance-free minimalist formulas

Seasonal Picks — Quick Guide

Season	Pick
Winter/wind	thick occlusive (petrolatum/lanolin) + waxy stick; avoid flavors
Summer/sun	light emollient + SPF 30+ ; reapply often
Indoors/AC	humectant (glycerin) + occlusive top-coat

Myths vs Facts

Claim	Reality
“Mineral oil suffocates skin.”	Lips have no oil glands; petrolatum/mineral oil reduce TEWL and are safe for most.
“Tingling = working.”	Menthol/camphor create a sensation but can dry/irritate with frequent use.
“Only natural = better.”	Fragrance-free synthetics (e.g., petrolatum, squalane) are often gentler than essential oils.



Scan the QR to open the full lip balm composition guide.