

DAX COSMETICS

ROHTO Pharmaceuticals Group

ROHTO

Perfecta

PHARMA GROUP • JAPAN



softlips®



What is Softlips® ?

For over 20 years, Softlips® has served many generations of women keeping their lips soft, healthy and beautiful. Softlips® was the first lip balm product made exclusively for women with its feminine slim stick packaging and smooth, flavorful formulas.

Lip balm can make a woman feel instantly pampered, confident and beautiful.

Revolutionary 5-in-1 lip care combines function and style in a sleek, glass-like cube design.

Uniquely formulated with Lip Perfecting Technology to blend 5 lip-loving benefits in 1!

Every glide makes lips feel soft, smooth, hydrated and protected, while adding a light touch of shine.



Formulated with
Lip Perfecting Technology
– it blends 5 lip loving benefits in 1!



HYDRATES

Advanced formula with Shea Butter restores moisture to even the driest lips



REPLENISHES

Antioxidants and Vitamins A, C & E soothe and repair damaged skin



SMOOTHES

Unique emollients smooth roughness leaving lips silky & soft



PROTECTS

SPF 15 protects lips from sun burn



ADDS SHINE

Light-weight gloss for a radiant finish

Softlips SLIM

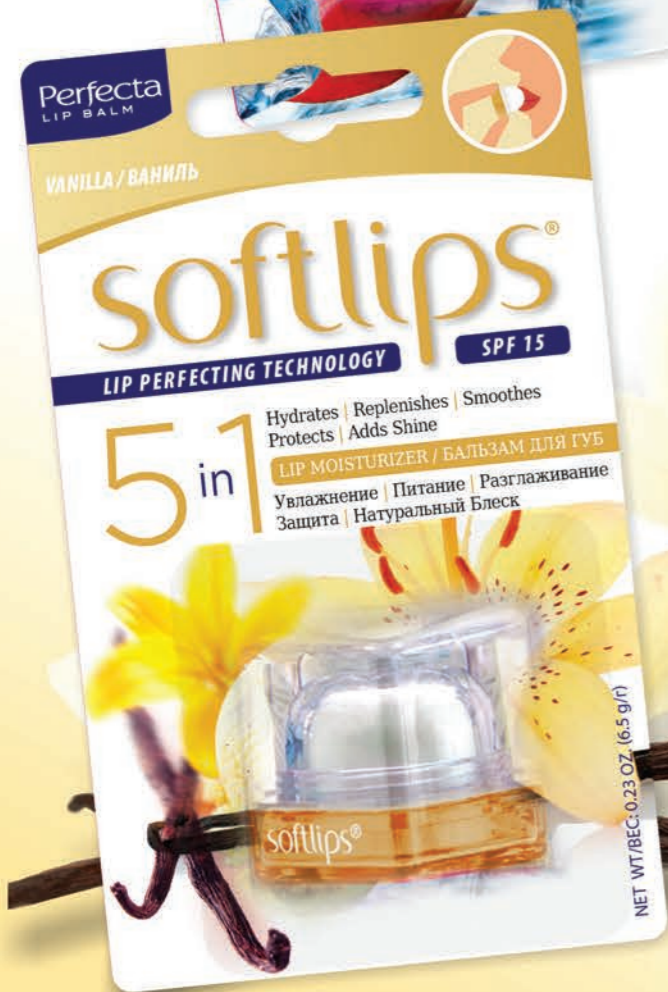
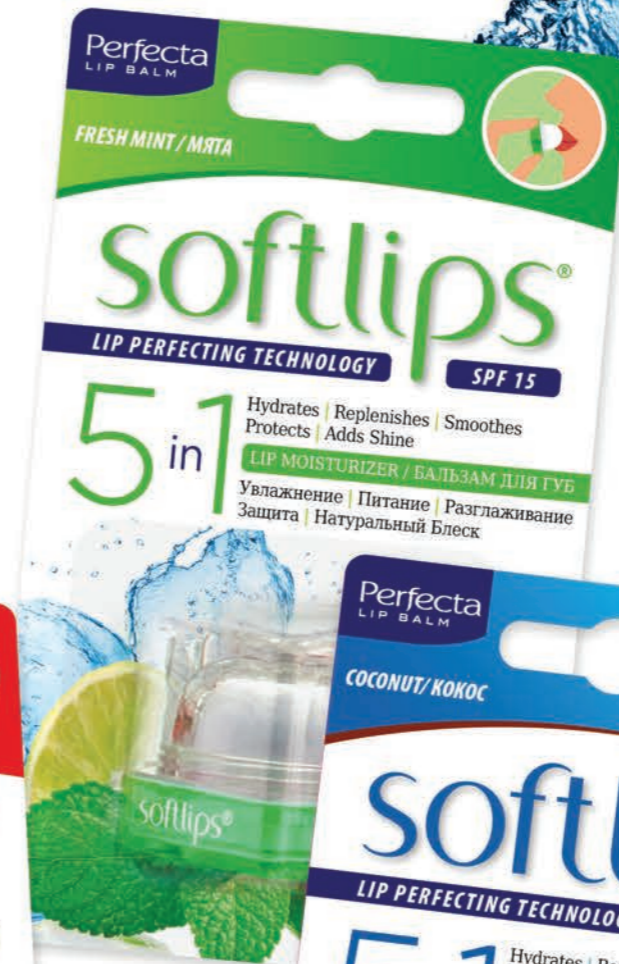
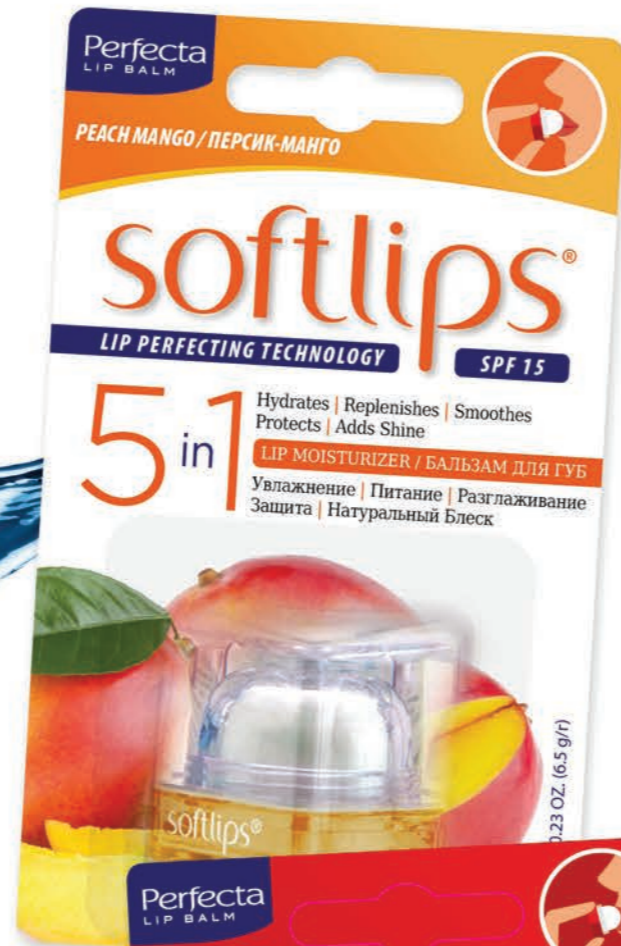
Softlips CUBE

Innovative packaging:

a unique, patent-protected design which encloses the lip balm in a beautiful, transparent ice cube.



Softlips CUBE





**FOR FURTHER DETAILS,
PLEASE CONTACT
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