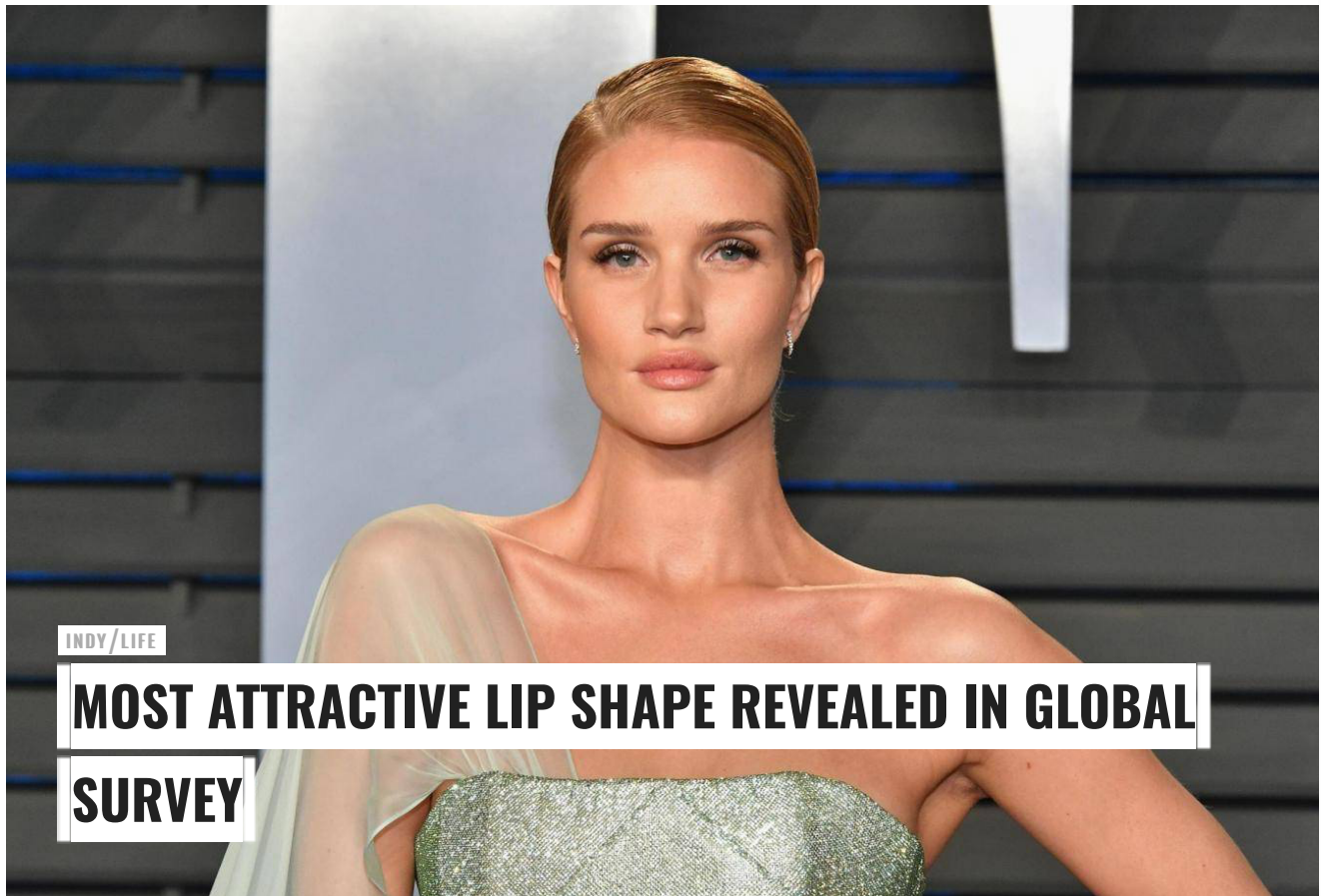


# SPRING 18 COLLECTION



It's simply a matter of symmetry

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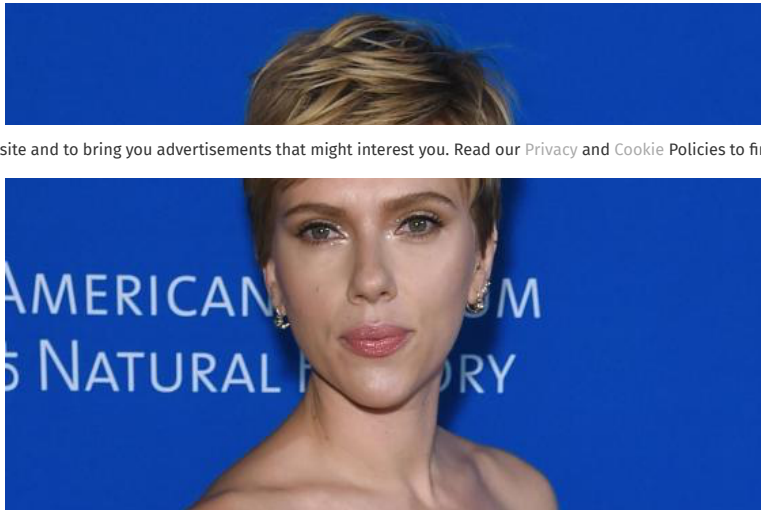
What's in a pout?

Well, quite a lot, as it turns out that full and sumptuous lips are the most preferable lip shape of them all - but according to a global study, there's one key trait that distinguishes the perfect pouts from their equally plump, yet sub-par, counterparts.

A survey of more than 1,000 people from 35 different countries revealed that the key to the ultimate lip shape actually boils down to symmetry.



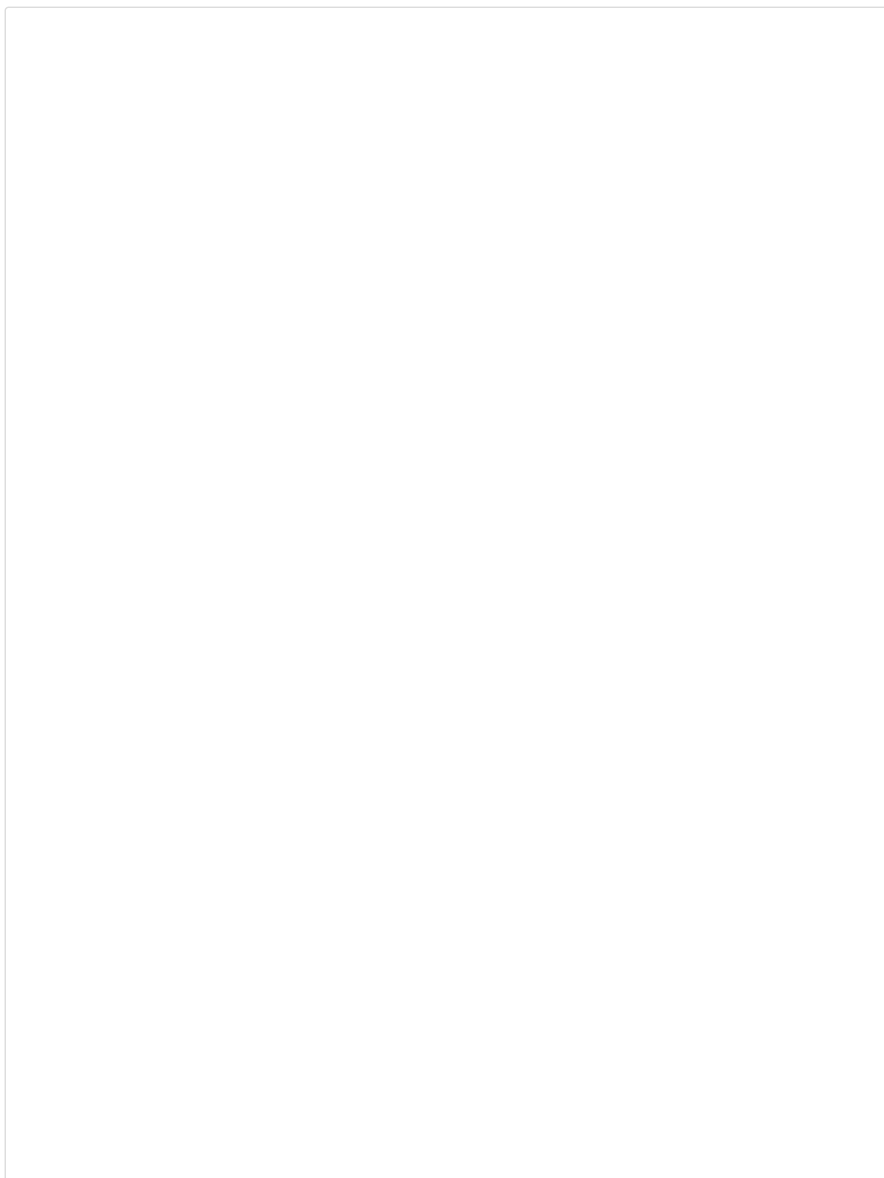
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**Scarlett Johansson is one of the few to boast the highly sought-after symmetrical lip shape (Getty Images)**

In the study, which was published in the *Journal of Cranio-Maxillofacial Surgery*, more than 60 per cent of respondents chose the 1:1 ratio between the upper and lower lip as the most attractive shape.

The second highest-rated pouts were those with a fuller lower lip, like Kylie Jenner, who has built an entire beauty empire based on her infamous (and *surgically-enhanced*) pout.



However, lead researcher Dr Paul Heidekrueger added that like with all aesthetic trends, these findings are subject to change.

In fact, according to research conducted by leading Harley Street facial cosmetic surgeon **Dr Julian De Silva**, the ultimate pout belongs to none other than Taylor Swift.

"Taylor's lips are perfect," he said, "she has a gorgeous voluptuous pout and a beautifully-shaped cupid's bow which so many women want."



**The American pop star boasts the 'perfect' pout according to De Silva**  
(Pluto/starmaxinc.com/ImageCollect)

A heavily-defined cupid's bow is the most-requested lip shape in De Silva's experience.

"Cupid's bows can be enhanced and further defined with the use of specific amounts of filler in the upper lip to enhance the natural vertical columns that lie immediately about the upper lip," the surgeon explained.



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"The use of a specific filler can also be used to enhance and redefine the overall contour of the lips."

Other common shapes De Silva's patients request improvements on include the "natural trout pout", when the lips' symmetry is slightly offset by a heavier top lip, and the "flat upper lip" as seen on Julia Roberts, where the upper lip has no defined cupid's bow,

According to De Silva, lips start to naturally reduce in size from the age of 28 onwards, as this is when collagen and hyaluronic acid production slows - the latter is the most commonly-used product in lip injection treatments.



**Rihanna is another Hollywood A-lister to sport a defined cupid's bow (Getty Images)**

There are numerous lifestyle factors that can affect the fullness of your lips too.

"Don't smoke, stay out of the sun and don't overdo the booze if you want your lips to be naturally full for longer," he told *The Independent*.

Obviously there are some risks involved with lip-plumping treatments, which can leave patients with severe swelling, bruising and soreness afterwards.

Prospective patients should always seek advice from a medical professional before embarking upon surgical treatment.

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