

# Review on Formulation and Evaluation of Herbal Lip Balm

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**Abstract:** Cosmetics are incredibly in demand since historical time. These days focus shifted more towards naturally derived cosmetic products. Among all cosmetic products, lip balm formulations are most widely used to enhance the beauty of lips and add glamour touch to the makeup. Lip balms offer a natural way to maintain and promote healthy lips. Current cosmetic lip products are based on use of enormous chemical ingredients with various side effects. Hence in this work, an attempt has made to study natural ingredients used to formulate natural lip balm. This article reviews on the essential ingredients used for natural lip balm along with their merits and limitations. The natural lip balm can be made using naturally occurring base, oils, extract, color and flavoring agents which can be evaluated for their resistance to temperature variations, pleasant flavor, and smoothness during application, adherence and easy intentional removal, etc.

**Keywords:** Lip Balm

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