NEWS RELEASE

October 21, 2026

KOSÉ Develops a Lip Plumper That Maintains a Wrinkle-Free, Voluminous Finish Even After Conversation

KOSÉ Corporation has developed a novel lip plumper utilizing highly conformable "urethane oil." This advanced formulation maintains a seamless, vertical-wrinkle-free appearance and delivers an overwhelming, long-lasting volume with uniform gloss, even after the lips move during conversation. This research breakthrough will be applied to the Visee NENMAKU FAKE LIP PLUMPER, scheduled for launch on November 16, 2026 (Japan).

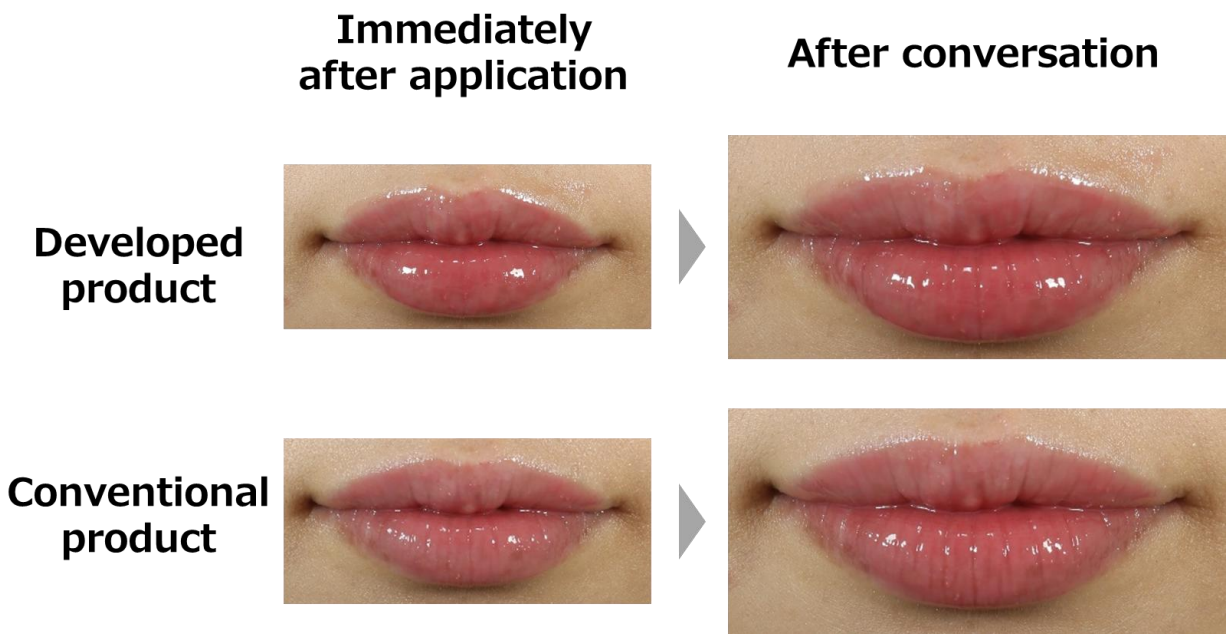


Figure 1. Vertical Wrinkle-Free Effect of the Developed Product on Lips

Research Background

Lips play a crucial role in determining facial impressions, driving a constant consumer desire to make them look more attractive. Vertical wrinkles on the lips, in particular, are a common concern as they can give a tired or aged appearance. Consequently, lip plumpers that obscure these wrinkles and create a full, voluminous finish have gained significant attention in the recent cosmetic market. However, conventional products face a challenge: while they provide excellent volume immediately after application, vertical wrinkles become more noticeable when the lips move during conversation, and the voluminous feel fades. To address this, we took on the challenge of developing a lip plumper capable of maintaining its initial wrinkle-free, plump finish regardless of lip movement.

Development of a Lip Plumper That Conforms to Lip Movements

Our researchers hypothesized that the loss of a wrinkle-free and voluminous appearance is caused by the cosmetic film's inability to conform to lip movements, leading it to settle into vertical creases. This settling results in a loss of uniform gloss and a reduction in apparent volume.

To counter this, the team focused on "urethane oil," a highly flexible material expected to adapt seamlessly to lip movements. To verify its conformability, a formulation containing urethane oil was applied to artificial leather (a substrate mimicking human skin) and repeatedly stretched to simulate excessive lip movement. The results showed that while the formulation without urethane oil failed to follow the movement and bled from the boundaries, the urethane oil formulation exhibited no bleeding and demonstrated high conformability (Figure 2). By using this urethane oil as a base and combining it with highly glossy oils and thickness-building materials in an optimal ratio, we successfully developed a new lip plumper.

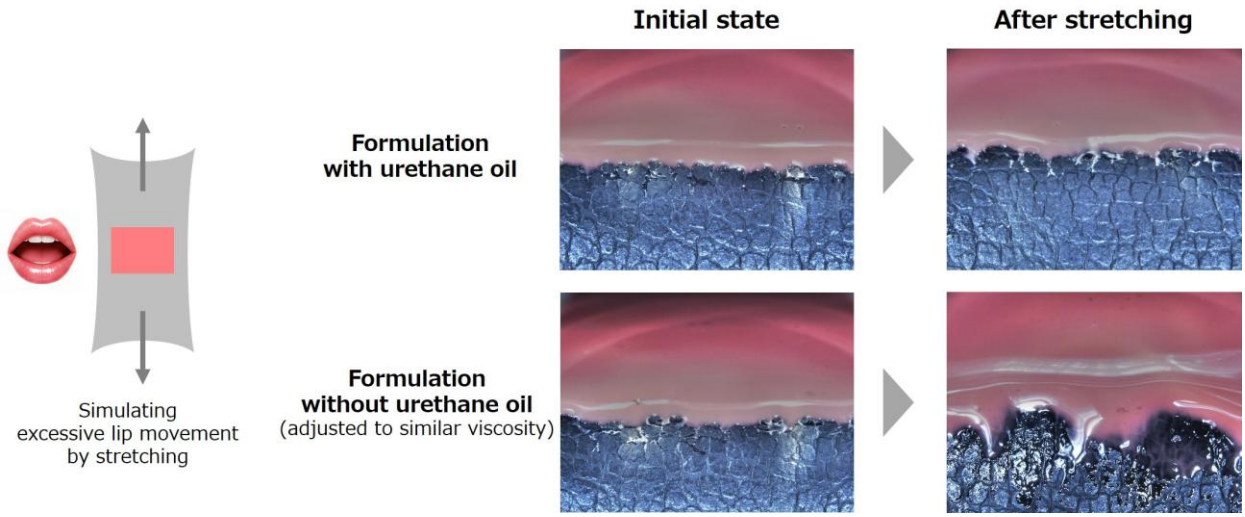


Figure 2. Conformability Evaluation of the Formulation with Urethane Oil

Confirmation of Long-Lasting, Wrinkle-Free Finish After Conversation

To verify whether the developed lip plumper could maintain its freshly-applied finish on actual human lips, it was applied to subjects, and the condition of the cosmetic film was compared before and after conversation. The results confirmed that while conventional products showed bleeding and more noticeable vertical wrinkles after speaking, the newly developed product maintained its wrinkle-free finish and plump volume (Figure 1).

Furthermore, to quantitatively assess the wrinkle-free effect at a microscopic level, the unevenness of the lips was visualized using specialized equipment. While bare lips show a grid-like pattern of vertical and horizontal wrinkles, the evaluation revealed that the developed product effectively covered all types of creases immediately after application (Figure 3).

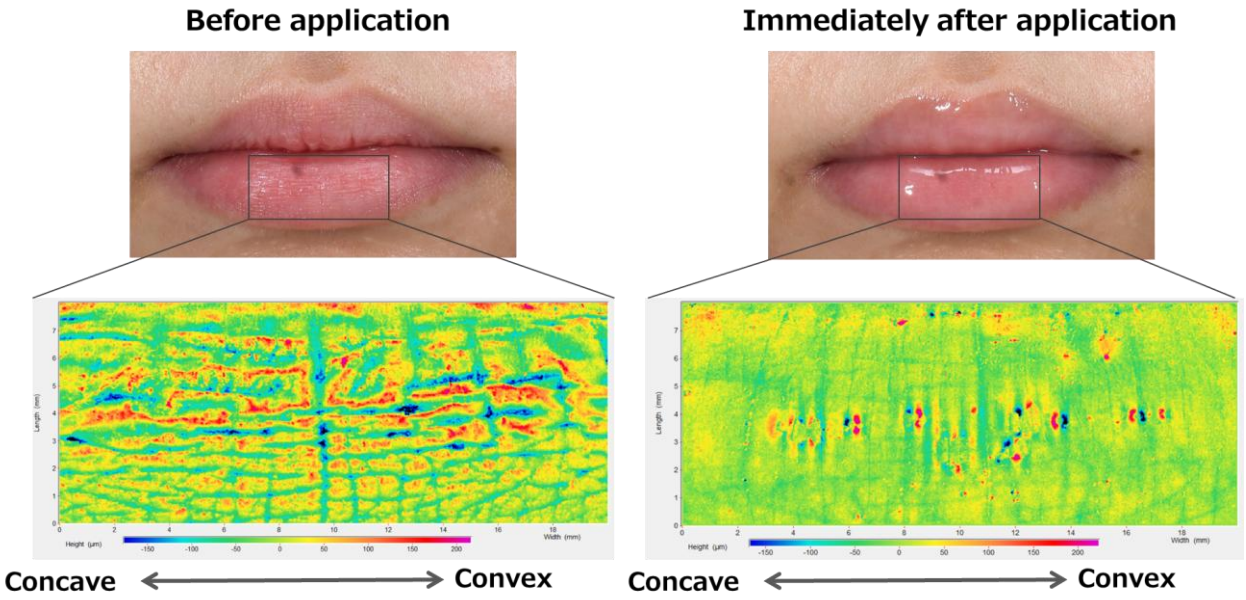


Figure 3. Evaluation of Lip Unevenness Coverage Immediately After Application

Future Outlook

Through this research, KOSÉ has succeeded in developing a lip plumper that maintains its initial wrinkle-free and voluminous finish by creating a cosmetic film that continuously conforms to lip movements. Moving forward, we will continue to drive product development to deliver highly functional cosmetics that meet customer needs.