

# Understanding Yourself

## Favorite Lip Balm Flavors Reveal Personality

(NAPSA)—Here's food for thought: The fruit-flavored lip balm you like reveals what you're like. Research commissioned by Blistex and conducted by Alan Hirsch, M.D., director and founder of the Smell and Taste Treatment and Research Foundation of Chicago, suggests that the fruity-flavored lip balm packed in your purse or pocket offers insight to your personality.

The research found that people are extremely particular about their lip balm flavors and that their choice reveals a few particulars about them. Dr. Hirsch examined how the taste and smell of lip balm plays into characteristics and how they affect mood.

"Flavors are extremely powerful indicators and influencers," said Dr. Hirsch. "The idea of 'taste' goes beyond what touches the tongue, but also speaks directly to personality. People's taste, whether clothing or fruit flavors, provides some insight to the soul."

Want to know what your favorite lip balm flavor says about you or which flavor can add a little pep to your step? Dr. Hirsch's flavor personality profiles provide the answers.

• **Tropical:** You prefer to stand out from, rather than follow, the crowd. Tropical fruit lovers tend to be pessimistic and procrastinate. Pineapple flavor also stimulates the lingual nerve, making you feel more awake and alert. For more energy, skip the coffee and apply Blistex Fruit Smoothies Triple Tropical.

• **Strawberry and Banana:** You're the first person friends call to help with a move or get them out of a sticky situation. You're thoughtful, logical, loyal, reserved and a team player. This flavor combination is also found to increase exercise endurance and reduce an appetite.



**The fruit flavor you favor for soothing your lips can speak volumes about your personality.**

• **Berry:** Your talk is known to inspire others and even get you out of awkward situations. Those who prefer berry flavors are charming, self-confident, driven and natural leaders. Berry flavor is known to enhance your exercise strength.

• **Melon:** You don't just go to the party, you are the party. Melon lovers are lively, dramatic and enthusiastically flirtatious. Melon flavors can help facilitate relaxation.

• **Raspberry:** You believe all goals are set to be met. Raspberry lovers are success oriented, intelligent and comfortable. After a tiring day, try applying Blistex Raspberry Lemonade Blast as raspberry flavor makes people feel refreshed.

• **Cherry:** Your shoulders are what friends seek in times of need. Cherry lovers are orderly and conscientious. Cherry flavor also enhances learning skills.

While fruit flavor taste may drive your purchase for your pout, experts at Blistex also remind consumers to look for lip balm with dermatologist-recommended SPF 15 protection.

For additional information and important lip care tips, visit [www.Blistex.com](http://www.Blistex.com).