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‘Devil Lips’ Beauty Trend Divides Russian Opinion

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It's a look you love or hate. **fmc.aestheticsliverpool / Instagram**

A bizarre new fashion known as “Devil Lips” is attracting attention on Russian social media.

Supposedly created by Russian cosmetologist Emilian Braude, the look involves having fillers injected into the outer edges of the upper and lower lip to create a wavy effect.

Women are posting and sharing instagram photos of their devil lips, including Russian reality television stars Alisa Litinskaya and Maria Kokhno from Dom-2. Litinskaya captioned her photo “I did it !!! Now I have devil lips too. Do you like this new fashion? #devillips.”

Comments on a Reddit thread about devil lips ranged from disgust to admiration, with one commentator describing the look as “an exotic form of herpes.”

Braude, who originally worked as a deliveryman for Russian cosmetology clinics, has no medical training or medical license, the 1tv news channel reported. His popular countrywide cosmetology seminars have drawn criticism because, during them, he carries out procedures

without proper medical attire and often in dingy basements or attics.

One of Braude's patients had to be hospitalized after the procedure disfigured her face and caused her to almost lose her eyesight due to a reaction from drugs containing lidocaine.

Other commentators say the trend is the result of photoshop, not fillers.

Dr. Krystyna Wilczynski, a London-based cosmetologist, told the Dazed Digital youth magazine that it is impossible to change the shape of lips in this way, and that even attempting the procedure could cause serious complications.

"Filler injected inappropriately could end up in a blood vessel, causing blockages and leading to necrosis (death) of the tissue. The vessels are around the lips, so using filler inappropriately is what can cause this," she said.

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