

SKIN AROUND THE EYES

The skin around the eyes is normally very thin, containing only delicate subcutaneous fatty tissue. As we age it becomes even thinner. In addition to individual genetic disposition, external influences such as UV radiation play a significant part in the appearance of dark circles and eye puffiness. Today, they are viewed to be the result of blood retention in upper layers of the skin caused by poor hemodynamic properties and limited blood flow. If not treated properly, this can lead to a build up of venous back pressure on the fine skin capillaries, resulting in increased damage on an already weakened connective tissue. An insufficient supply of essential oxygen, inflammation processes followed by higher levels of ROS and also increased activity of proteolytic enzymes due to UV exposure contribute to the degeneration of the connective tissue resulting in wrinkle and slackness.

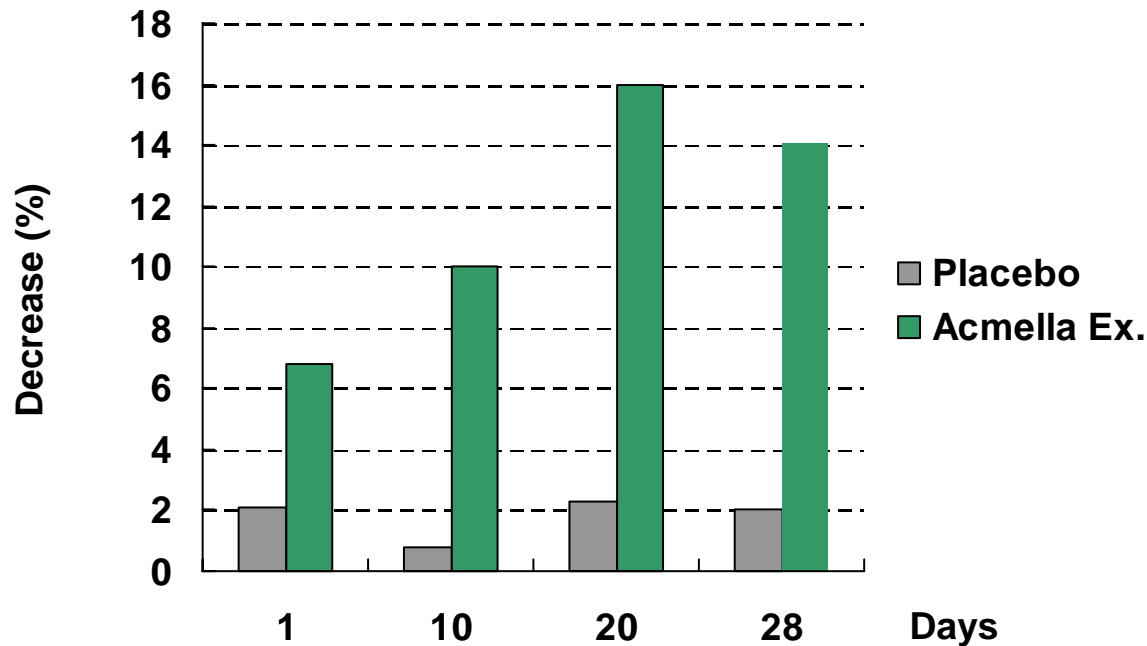
PROBLEMS OF THE EYES

- Wrinkles, Fine Lines, Crow's Feet
- Under-Eye Bag, Puffiness
- Appearance of Dark Circles, Dull Eyes



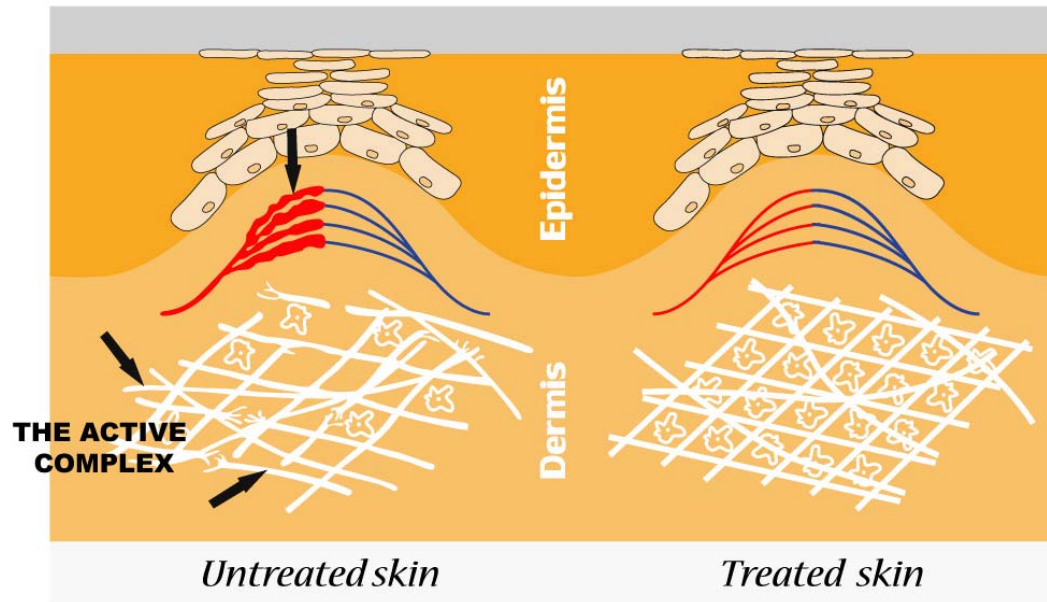
TREAT AND PROTECT THE EYES'SPROBLEMS

- Wrinkles, Fine Lines, Crow's Feet
 - Acmeella Oleracea Extract : phyto-extract for reducing lines and wrinkles esp. under the eye and crow's feet
 - Its blocked muscle contractions and thus delay formation and deepening of these wrinkles (myorelaxing mechanism)



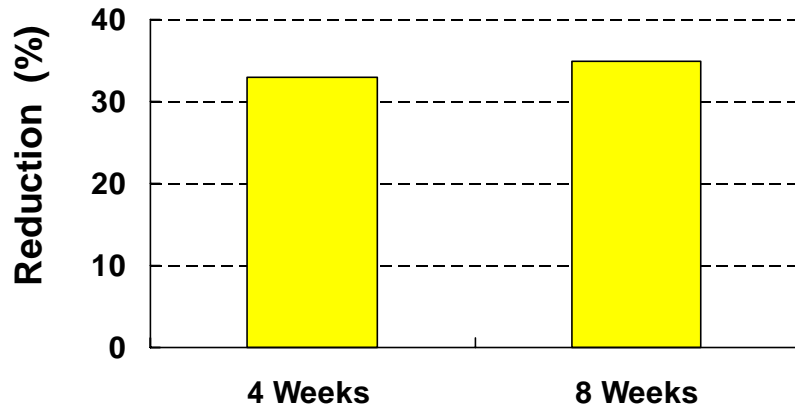
TREAT AND PROTECT THE EYES'S PROBLEMS

- Under-Eye Bag, Puffiness, Appearance of Dark Circles, Dull Eyes
- Hydrolyzed Rice Bran, Glycine Soja (Soybean) Protein and Bio-Yeast Protein : the active complex for reducing blood clotting rate, protecting the integrity of collagen and elastin bundle, from assaults of free radicals for reduction of dark circles and puffiness and help skin retain its natural firmness

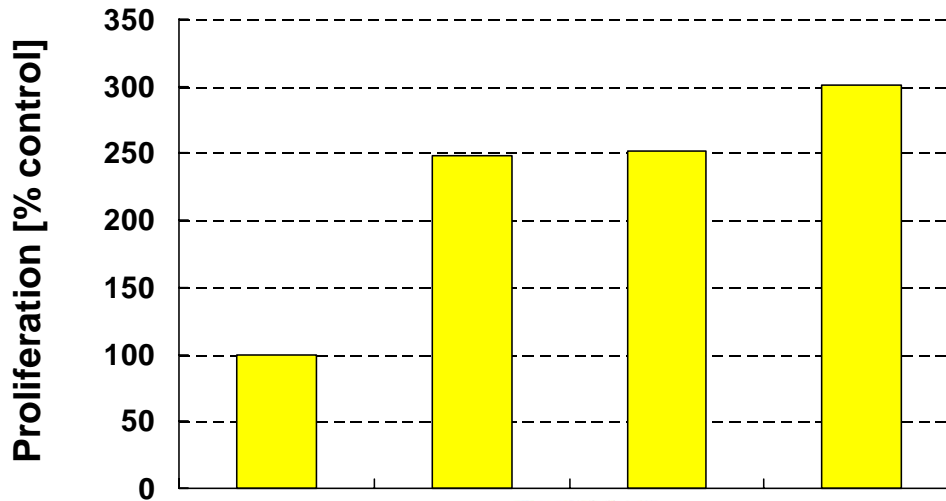
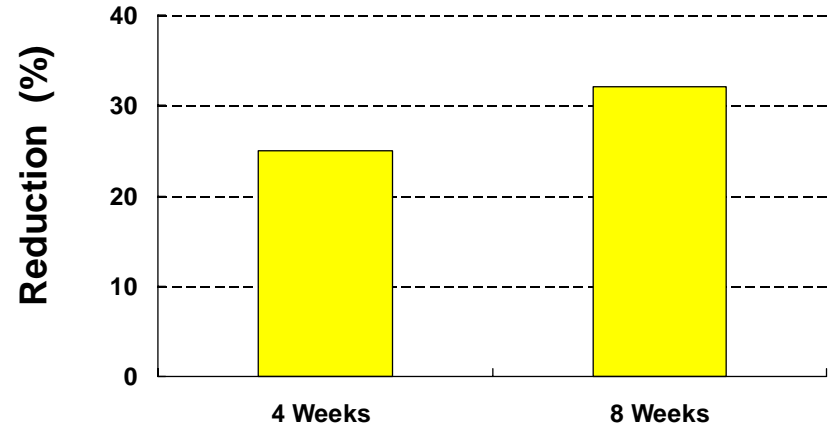


TREAT AND PROTECT THE EYES'S PROBLEMS

REDUCTION OF DARK CIRCLES



REDUCTION OF EYE PUFFINESS

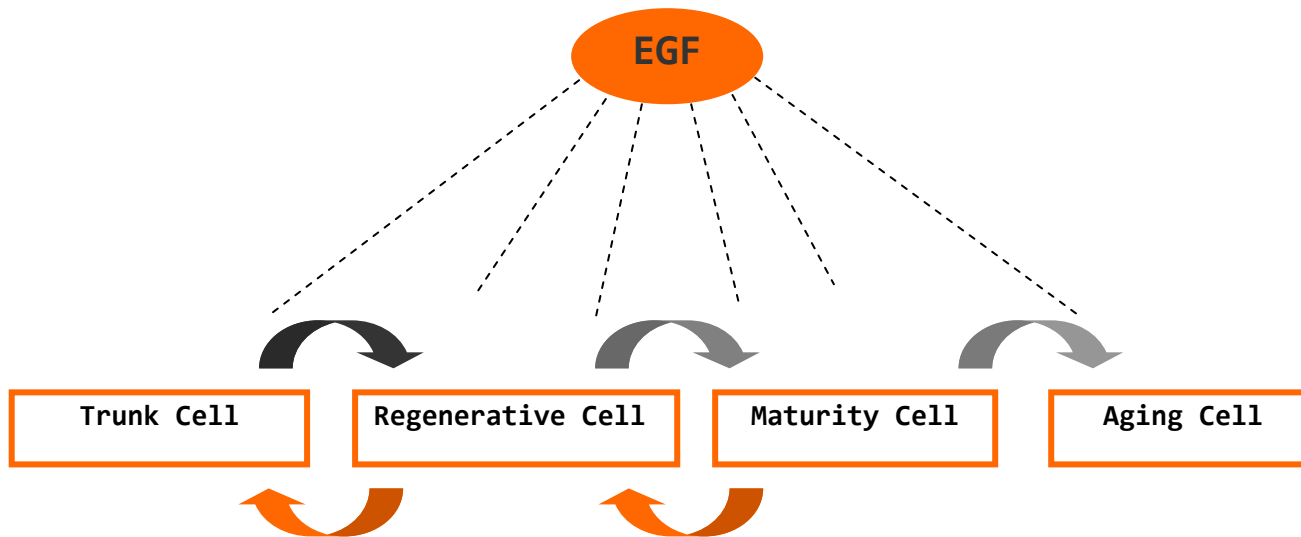


EFFECT ON THE PROLIFERATION OF HUMAN SKIN FIBROBLASTS

TREAT AND PROTECT THE EYES'SPROBLEMS

- Stimulates New Cells

→ Epidermal Growth Factor (EGF) : for stimulating the generation of new skin cells for reducing, preventing wrinkles around the eyes and correct uneven tone



TREAT AND PROTECT THE EYES'SPROBLEMS

- Protects Skin Around The Eyes

→ Ascorbyl Phosphate (AP) vitamin C derivative : for protecting eye area from free radicals such as from UV, also act like collagen booster to firm and smooth the eyes

