

RADIANT EYES CREAMY SERUM

Botox Effect Eye Serum

REF: 1.12555 (R) **PRESENTATION:** 20ml airless dispenser



This high-performance creamy serum is based on state-of-the-art high-tech raw materials combined with exotic plant-derived active ingredients for the care of the very delicate and sensitive eye area. The special skin-friendliness of this product is the result of a basis which is poor in preservatives and which is stabilized with anti-inflammatory plant extracts. The biomimetic texture of the cream consisting of high quality vegetable oil, squalane and sugar emulsifiers ensures a perfect care for the sensitive eye area. Though a concerted triple effect, the serum ensures a radiant look, visibly alleviates dark circles and swollen tear sacs below the eyes, and compensates for the effects of skin aging.

For beautiful eyes! It is a good alternative to plastic surgeries in case of tear sacs or dark circles. This bio-intelligent peptide has been awarded the Innovation Prize 2005.

RECOMMENDED FOR:

Anyone concerned with about puffiness, dark circles, expression lines (crow's feet) and lack of resilience around the eye contour.

INGREDIENTS & BENEFITS:

Leuphasyl® (A New Pentapeptide For Expression Wrinkles)

A new peptide to reduce expression wrinkles and that offers two advantages:

- A new and alternative in vitro mechanism to fight expression wrinkles
- Additive / Synergistic effect to complement the action of Argireline®

Leuphasyl®'s mechanism mimics in vitro the natural mechanism of enkephalins: it couples to the enkephalin receptor, on the outside of the nerve cells. When Leuphasyl® couples to the receptor, a conformational change initiates a cascade inside the neuron that results in a decrease of its excitability: the nerve cell's activity is "turned down" and the release of acetylcholine is modulated. Muscle contraction will be relaxed and therefore, expression wrinkles will be diminished.

Quercetin

Quercetin is a flavonoid naturally derived from the oak bark. An ultra-powerful antioxidant helps to minimize the signs of aging and keep skin looking younger. Inhibits effect of inflammation producing enzymes, inhibits peroxidation from UV light and inhibits the breakdown of elastin. It catalyzes Proteasomes in our cells, dramatically improving skin cell functioning: cells are turned back to a youthful state, creating younger, healthier and more elastic skin.

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Larch Extract (Galactoarabinan)

It is a highly functional polysaccharide, extracted from the unused portion of already harvested Larch trees (Larix family). It acts as an excellent moisture control additive by holding the moisture within the molecule matrix under dry conditions. It significantly reduces transepidermal water loss (TEWL). It is a vegetable alternative to collagen and albumin, which immediately firms, lifts, smoothes and tones. Also adds a natural sheen and radiance.

Squalane

Derived from olives, is one of the most powerful moisturizers. It assists in new cell regeneration while reducing the appearance of wrinkles. Mimics the lipid content of skin and helps support the skin barrier and is skin's first line of defense against water loss.

7 Prestigious Skin Caring Extracts (Magnolia, Chamomile, White Willow Bark, Green Tea, Thujopsis Dolabrata Branch, Grapefruit & Propolis)

An natural age defying formula contains high concentration of anti-oxidants, vitamins, amino acids, lipids and minerals, which are essential for skin cellular mechanism, collagen synthesis, anti-aging and regenerative activities. It has multiple functions:

- Anti-oxidant with moisturizing activity: to protect the skin's natural defense against the environment while preventing moisture loss and helping all skin types prevent and repair visible signs of aging.
- Anti-microbial activity: to fight against skin problems caused by microorganisms including gram negative and gram positive bacteria, yeast and fungi.
- Soothing & anti-irritate: help prevent and reverse signs of inflammation, calm and soothe irritated skin around eye area.
- Natural preservative.

RESULTS PROVED BY TEST:

The effect of this product has been approved in a study with 17 test persons and duration of 15 days. Within this time, tear sacs decreased by 60%. Dark circles considerably diminished within 28 days.

PROPERTIES:

- Helps minimize fine lines, wrinkles, puffiness and dark circles around the eyes
- Natural collagen renewing; firmness increasing, texture improving
- Elasticity reinforcing; fine lines and crow's feet fading
- Moisturizes and promotes a youthful appearance
- Rich in antioxidants to help prevent the visible signs of aging

APPLICATION:

Apply a small amount daily around eye area, avoiding eyelids, concentrating on the spots where dark circles and puffiness are most prominent. Avoid contact with the eyes. Use morning and evening for best results.

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BEAUTY SPA:

Especially combinable with the BEAULIFT Anti-Aging treatment for counteract tear sacs. In this case, a lymphatic drainage or the combination with cooling treatment steps is recommended.

SALES IDEAS:

- Providing a unique all-round effective eye treatment to address signs of aging, dark circles and puffiness
- Poor in preservatives
- Gentle to skin and non-greasy