

AGE INTELLIGENCE  
YOUTH-INDUCING EYE CREAM



True to the Youth-Inducing philosophy that revolves around a four-pronged approach to age correction, this new super eye cream simultaneously addresses four key eye zone age markers: lines and wrinkles, loss of firmness, uneven skin tone (a first time claim!), and under-eye puffiness. These four actions are rounded out by the cellular self-recovery benefit that distinguishes all Age Intelligence formulas.

While most eye care products approach uneven skin tone from the perspective of counteracting dark circles - addressing their causes such as poor microcirculation – the new Youth-Inducing Eye Cream also addresses the problem from a pigmentation / complexion point of view using the same RAB27A Molecular approach used in the Youth-Inducing Cream. Limiting the significant transport of irregular pigmentation around the eye zone, the cream imparts, in the medium-term, a brighter and fresher look to the entire area.

This exciting, new eye cream responds to the needs of mature skin showing more than one age concern. It is designed to transform the skin's inner "architecture" and restore its luminosity and uniformity.

Ref. 1186 - 15ml airless pump jar

Ref. 1186C - 75ml tube

The BENEFITS

- Anti-Wrinkle
- Firming
- Brightening
- Anti-Puffiness

The CUSTOMER

- Mature consumers concerned with more than one age marker, i.e., wrinkles and deep wrinkles, puffiness and uneven complexion.
- People who are considering a cosmetic procedure, such as lasers, injections and invasive fillers.

The TECHNOLOGY

STEM CELL PULSE

Cultured stem cells from *Coffea bengalensis* increase the density of the skin's inner structure by increasing the formation of adipocytes to decrease lipase activity in the fat cells – a by-product of aging.

## AGE INTELLIGENCE YOUTH-INDUCING EYE CREAM

### BIO-MIMETIC GROWTH FACTORS

Isolated from seeds, these botanical-only growth factors mimic the expression of the FGF-2 (Fibroblast Growth Factor), whose role it is to intensely activate dermal synthesis and boost collagen production.

### AGE INTELLIGENCE™ COMPLEX

This complex is comprised of Cell Shock's signature Cellactel 2 Complex, together with Madecassoside® from Bayer, a pharmaceutical-grade botanical ingredient. Madecassoside® prevents and helps to correct immune disorders and environmental attacks by reducing the release of pro-inflammatory epidermal messengers (cytokines, prostaglandins), thereby protecting the skin from inflammatory daily stress. It reduces the sensitivity of the skin cells, rebalancing the skin's natural self-renewal process to restore the natural protection of the horny layer of the skin, and give it a smoother, more even feel.

### RAB27A MOLECULE

This molecule obtained from the algae *Palmaria Palmata*, helps to create an even complexion as it counteracts over-pigmentation and age spots. It limits the transport of the melanosomes (the skin's own melanin transport system) to the keratinocytes.

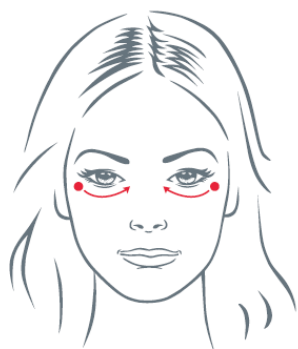
### HESPERIDIN

A flavonoid found abundantly in citrus fruits, Hesperidin decreases the capillary permeability that plays the physiological key role in causing puffiness.

### The APPLICATION

To be applied day and night alone, or preferably after an eye serum.

The cream has a unique soft-touch texture that can be applied by dabbing onto the skin with "piano" touches; there is no need to massage the fragile eye contour area. Apply starting from the outer corner of the eye and moving towards the nose. With any remaining product on the fingers, follow over the eyebrow and under the eyebrow area in the opposite direction.



In the AM allow a few seconds before proceeding with the application of eye-area make-up so that the cream sets on the skin.