

PRODUCT SELL SHEET

Primary PhotoAging | **ILLUMINATING EYE SERUM**
DNA Repair + Copper Peptide

Light-diffusing serum with cooling applicator instantly and over time de-puffs and relieves dark under eye circles.



WHO BENEFITS:

Early signs of aging, even the most sensitive exhibiting mild pigment changes, moderate discolorations and/or minimal to in-motion wrinkling, particularly around eyes and mouth.

TEXTURE:

Gel-like consistency serum with blue hue. Cooling metal-tip to relieve puffiness. Absorbs quickly.

DIRECTIONS FOR USE:

At-home: Gently pat under eyes twice daily.

Professional use: Gently pat under eyes.

WHAT IT'S FORMULATED TO DO:

- Provide an instant wrinkle-masking effect.
- Nourish and strengthen delicate skin.
- Restore the look of skin resiliency.

PURPOSE:

Serum. Patented illuminator with light diffusing spheres gives long-lasting relief to dark circles, de-puffs and instantly brightens. A brilliant formula with DNA Cofactor, it visibly reduces the signs of under-eye dark circles caused by sluggish microcirculation – the root contributor to dark, under eye lifestyle circles. Clinically proven to support natural nitric oxide production, **ILLUMINATING EYE SERUM's** active ingredient, Gallate Blend, speeds blood flow and circulation. Ophthalmologist and Dermatologist tested.

KEY INGREDIENTS:

- **Copper Peptide Complex®.** Essential to tissue repair and to collagen synthesis.
- **DNA repair enzyme [Arabidopsis Thaliana Extract]** recognizes the most common form of oxidative damage to DNA and eliminate 90% of oxidative damage in 2 hours.
- **Gallate blend.** A synergistic set of “gallate” derivatives coming from oak leaves and green tea. Visible results after 30 days. Acting on 3 major causes of dark circles:
 - Reduction of skin inflammation
 - Stimulation of lymphatic circulation
 - Vasorelaxation of under eye capillaries
- **Hyaluronic Acid [Sodium Hyaluronate].** Super moisture retainer assures that increased skin cell production can take place, as the skin isn't busy fighting for hydration.
- **Ceramide blend.** Protects the skin barrier with the ability to retain moisture and defend against environmental aggressors.
- **Saccharomyces Lysate Extract.** A yeast extract with the ability to improve absorption, add beneficial nutrients, decrease irritation, and optimize cellular oxygen consumption.