

Get Rid of Dark Circles
With **Dermalogica's**
Stress Positive Eye Lift

Jersey
BEAUTY CO.



Two Words: Dark Circles.

Dark circles can happen to anyone.

It's important to remember that.

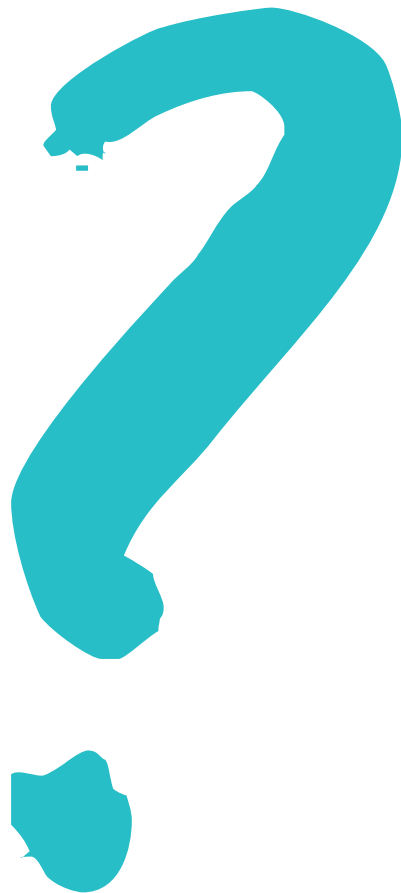
In most cases, celebrities have make up artists on hand to cover their eye-woes, before facing a camera. But the truth is, dark circles can – and do – appear on any, single complexion. You shouldn't be deceived into thinking that eye bags are reserved for an “unlucky” group of people. That is simply not true.

In talking to Jersey Beauty Customers, like you, we found out there were so many anxieties surrounding dark circles. Those people who suffer with dark eye bags said they felt ‘old.’ They were self-conscious, and confidence was low.



At Jersey Beauty Company, we want to bring you skin education so that you don't feel anxious, confused or – more seriously– ashamed by your appearance. When you understand how your skin works, you are enabled to take care of it and find self-acceptance.

And so our question to you is this: **do you dislike dark, under eye circles?**



Why We Shouldn't Be Afraid of Eye Bags



This guide is for you if you want to find out how you can use Dermalogica's Stress Positive Eye Lift to soothe your eye area and brighten dark, under-eye circles. Stress positive Eye Lift will also calm puffiness and hydrate your eye area, preventing wrinkles and fine lines. The following pages will also help you to look after your ever-changing skin, so that you don't feel left behind in a world of fast advancing skin care products.

If you don't read this guide, you will be left feeling confused – and even ashamed – of your dark circles. Our encouragement: you don't need to stay feeling like that. Don't fall for common misconceptions that blame your eye circles on tiredness or lack of beauty. Get to grips with your remarkable skin and escape the trap of shame.

What is Dermalogica's Stress Positive Eye Lift?

Here's the Trick:

Dermalogica's new Stress Positive Eye Lift is an eye masque and treatment that will make your peepers look bright and fresh, even if you've suffered dark under eye circles for a long time.

The problem is, although many believe dark circles are only caused by fatigue and stress – there are a lot of changes happening to your skin as you age.

It's not as simple as cucumbers and an early night, you need to treat the causes of stress and get to know the structure of the skin beneath your eyes. All of this is easier than it seems (with the help of this handy



*Give your eyes
something to grab on to.*

The skin flora – or skin micro biota – are tiny natural organisms on your skin (you would need a microscope to see them!) Dermalogica's Stress Positive Eye Lift works with skin flora to brighten the eye area. Sea Water Extract and Artic Algae also minimise the look of puffiness and dark circles by mimicking your skin's clever structure.

Simply put, Stress Positive is designed to work with your skin's original design. It is not going to conceal dark circles – rather it will give your skin around the eyes a helping hand to grab on to. It will deliver an SOS care package of botanicals and superstar ingredients that work with your skin, not against it.



What Will Dermalogica's Stress Positive Eye Lift Do?

At a Bright-Eyed Glance

As you age, you become more to noticing changes on your complexion. In fact, skin regeneration starts to slow down in your 20s. That means, your skin stops naturally producing fresh, new cells to take on the world! Here are some of the ways in which Dermalogica's New Stress Positive Eye Lift can benefit your complexion and slow down those structural changes that can rapidly occur, as you grown older.



Stress Positive will...

Firm skin (so those saggy eyelids and bags will soon be lifted and given extra strength.)

Worried about skin lightening?

Stress Positive helps energise skin so that skin surrounding your eyes looks brighter. It is also brilliant for sensitivity. No longer will you have to deal with people commenting how you "look tired." Your skin's barrier will be built back up so that your eyes appear visibly brighter and ready to face the day.

Works with your skin's natural structure.

Unlike other eye products, Dermalogica's Stress Positive Eye Lift aims to build integrity around the eye area.



Brightens the appearance of dark, under eye circles, which can be notoriously hard to handle. If you have dark circles, Skin Therapists recommend that you treat the skin with a product that brightens skin without damaging it. A lot of skin brightening creams are strong, but you need to get a good balance because the skin around your eyes is extremely delicate (it's 0.5mm thin.)

Visibly de-puffs the under eye area. That means, the next time you have redness and puffy under eyes, you won't need to head for concealer! A simple application of Stress Positive Eye Lift will calm the entire eye area.

Will Dermalogica's Stress Positive Eye Lift work for me?

What's in a name?

Dermalogica's Stress Positive Eye Lift is named so because people who are dealing with stress, may be less likely to tend bodily needs such as hydration, nutrition, sleep and daily sun protection, all of which can worsen the appearance of the eye area.

But how will you know if this incredible product is for you?



Simply put, if your eyes currently match any of the descriptions below – Stress Positive Eye Lift will work for you.



Sagging Eye Area

Ok, we've purposely not made an attempt to 'fluff-up' this description. A lot of customers ring our desk saying 'I have problems with "sagging eyes" or "sagginess around the eyes." When dehydrated, the eye area loses volume, resulting in a sunken appearance. Fine dehydration lines can also appear, along with dark circles.

Puffiness

Lack of proper nutrition and increased consumption of processed foods can result in excess salt intake, generating puffiness under the eyes. Capillaries can also stretch and leak, further contributing to puffiness. This can happen with age: the body retains more fluid than usual, which places increased pressure on skin around your eyes.



Dark Circles

Lack of sleep, along with hyperpigmentation can worsen dark circles, which are often hereditary. When people are tired, blood circulation tends to slow, allowing oxygenated blood to pool and become more visible under the thin skin around your eyes. This can give dark circles a more purplish hue. Lack of proper sun protection can also further darken pigmentation around the eyes.

Another thing that can cause dark circles beneath the eyes is something known as peri-orbital hyperpigmentation, which is a condition that results in more melanin being produced by the skin below the eyes, resulting in it appearing to be a darker colour. This is mostly a condition that affects (or at least is more noticeable in) darker skin tones.





Free Radical Damage

People under stress may smoke, which can generate free radicals that can lead to wrinkle formation and disrupted sleep.

A weakened skin barrier

Dehydration, lack of sleep, excessive rubbing and smoking can also weaken an already thin skin barrier, leading to increased visibility of the blood vessels underneath your eyes. The skin around your eyes is called per-orbital skin, it is on average 0.5mm thick compared to an average of 2mm thick on most of the rest of your body.

The reason veins appear to be blue on some complexions is because your skin or subcutaneous tissue only lets blue wavelengths of light pass through it. As a result, only blue light is reflected back and the veins look blueish. For the same reason, veins can look green or brown in other complexions.

What ingredients are in Dermalogica's Stress Positive Eye Lift?

If you feel old or out of sorts when it comes to your skin, this is what you need to know.

Your complexion is changing. Dark eye circles are a result of the skin becoming thinner as we age. It becomes thinner due to an imbalance of hormones (female hormones drop dramatically as we reach our 40s and 50s.) The under eye area is also effected by stress, which can come about with age. When your brain is in flight or fight mode, it uses oxygen particles from your blood, resulting in a darker, more deoxygenated blood flow through your veins.

How can we stop this?

Two simple ways. You need to build the structure of skin (so that it doesn't become super-thin.) Plus, you will need to take care of yourself. Eat a healthy diet so that puffiness is reduced.

Dermalogica's Stress Positive Eye Lift contains 5 key ingredients that can help you to repair and support the skin around your eyes. It's crucial to note that when you look after your eyes with a wonderful masque, you are in effect looking after yourself. Building your skin's structure and taking time out for you will make you look and feel happy and remarkable. It's not about shame or rushing to the make up concealer, but learning that dark circles are normal and there are some amazing ingredients that can protect and support the skin around your bright peepers.

1. Tephrosia Purpurea (wild indigo) seed extract

Wild indigo is a native Indian plant used in the Ayurvedic tradition for its anti-inflammatory properties. This resilient plant helps brighten skin by increasing under-eye luminosity, improving skin tone and visibly reducing under-eye dark circles.

2. Maris Aqua (sea water) extract and hydralized align (artic algae)

Put simply, seawater extract found within Dermalogica's Stress Positive Eye Lift is energising. Enriched seawater found within the product helps improve your skin's barrier, for protection against environmental stressors (like the sun, pollution and air conditioning.) Artic algae are a humectant or conditioning agents, which are derived from the artic. Together, these two ingredients provide toning action to help combat the formation of wrinkles and heavy bags. In addition, they help improve skin firmness under the eyes, smooth fine lines and reduce the volume of sagging under-eye bags and puffiness.

Woah! This sounds like heavy science, but simply put, seawater and algae found in Stress Positive Eye Lift mimic your skin's structure – giving your complexion exactly what it needs to stay healthy and bright. How clever is that?

3. *Saccharomyces Ferment Lysate Filtrate* (Fermented Yeast)

Dermalogica's Stress Positive Eye Lift also contains fermented yeast, which is manufactured in a lab using fermentation biotechnology (simple put, the yeast is fed a nutrient media essential for it's development.) This ingredient is helpful for firming and hydrating skin to help generate a lifting effect, as well as protecting the skin's barrier integrity.

Fermented Yeast is also effective at protecting skin lipids, which are critical for proper functioning of the skin's lipid structure. What does that mean? Lipids are all the oils, fatty acids and nutrients that your skin needs in order to stay plump and hydrated. If you don't have enough lipids, your skin's structure collapses and your complexion will appear dry, flaky and desperate for an oily rescuer!

In-vivo clinical studies have shown that Fermented Yeast has anti-wrinkle, skin-firming abilities as well as the ability to reduce trans-epidermal water loss and enhance skin moisture levels.

Trans epidermal water loss is simply where your skin loses water from its epidermal layer (the top layer of skin,) through evaporation. So not only does yeast extract ensure our skin is packed with goodness, it also locks in moisture to make skin feel smooth, with fewer fine lines.

4. Hyaluronic Acid blend

Your natural levels of hyaluronic acid decrease with age, resulting in drier, thinner skin. The blend of hyaluronic acid found in Stress Positive Eye Lift contains hyaluronic acids of various molecular sizes that work to provide exceptional hydrating benefits. The smaller hyaluronic acid molecules penetrate further into the skin to improve moisture levels while the larger molecules stay near the surface, forming a protective film that decreases trans epidermal water loss. Added benefits include antioxidant power, enhanced skin elasticity and strengthening of the skin barrier for an overall lifted effect.

To sum it up: this blend of hyaluronic acid is crazy-good for your keeping the skin around your eyes hydrated, with fewer wrinkles.

5. Diglucoosyl Gallic Acid

This is a tricky word, sure. But diglucoosyl Gallic acid is great for your skin and so it's packed into Dermalogica's Stress Positive Eye Lift. What is it? It's a posh name for a type of molecule that brightens hyperpigmentation – one of several factors that can contribute to the appearance of dark circles under the eyes.

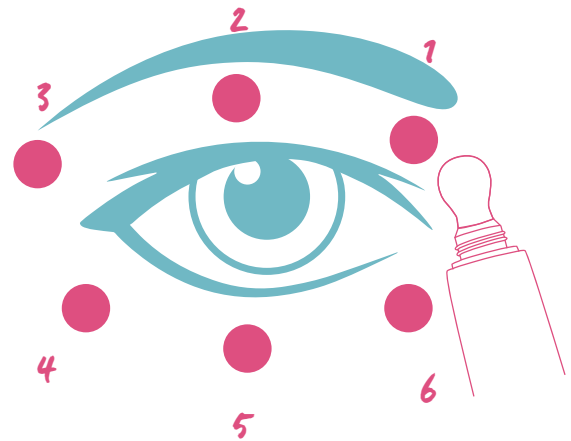
This molecule (diglucoosyl Gallic acid) gives your skin all the antioxidant power of vitamin c and is 60 times more efficient than other skin brightening substances available on the market like hydroquinone. That's super bright, wonderfully glowy skin just for Happy Remarkable You!



How to Use Dermalogica's Stress Positive Eye Lift?

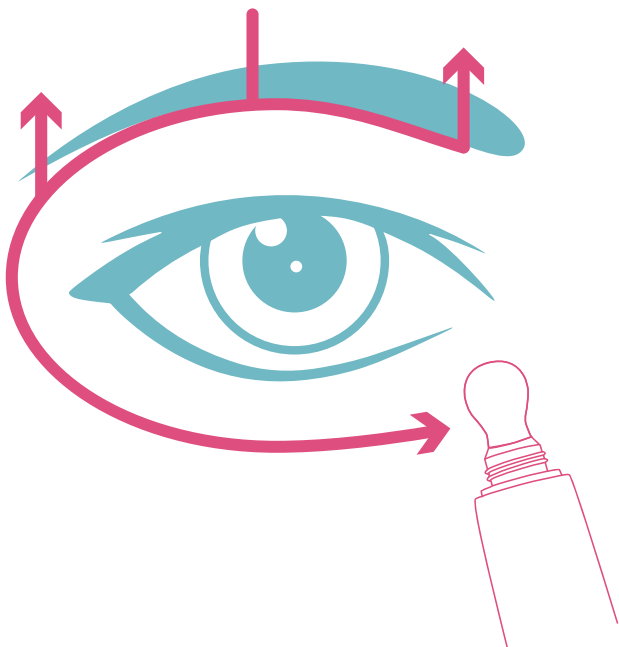
Apply

Starting on the right eye, generously apply 6 dots of product. 3 above the eyelid and 3 under the eye.



Lift and Energize

Press and lift up at the inner, centre and outer corners of your eye brow. Hold each lift for 102 seconds and glide between lifts. Continue to glide gently under your eye, back to your brow. Repeat all movements 3 times on each eye.

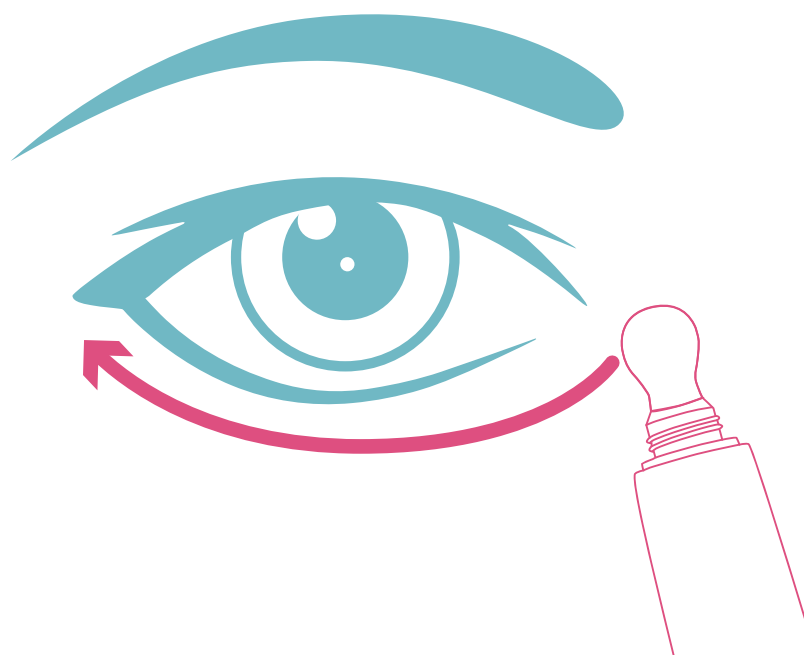
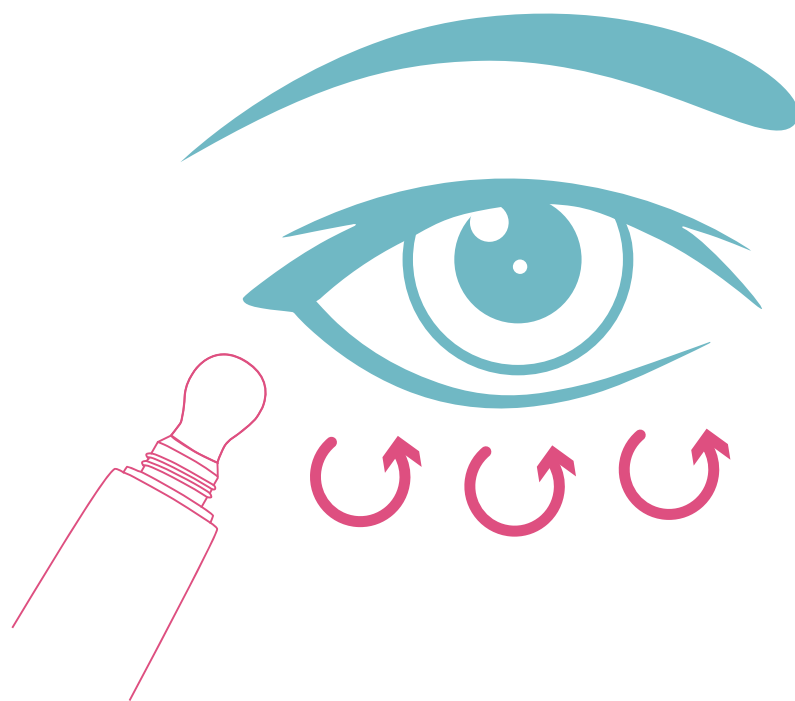


Brigten and De-puff

Gently circle under eye, from the outer corner to the inner corner.

Glide back toward the outer corner. Repeat movement 3 times on each eye.

For best results leave product on skin for 3-5 minutes. Massage in any excess, or tissue off. Follow with your prescribed Dermalogica eye treatment.



Take Care of Your Skin & Enjoy a Relaxing Eye Masque Experience

Get to know and love your skin by adding Dermalogica's Stress Positive Eye Lift to your routine to:

- Reduce Puffiness
- Lift sagging skin around your eyes
- Brighten dark under eye circles

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