

Introducing BioLumin-C Eye Serum – 5 minute consumer video script

How many of you have tried a Vitamin C serum recently? Well, you're definitely not alone. Vitamin C serums are super popular right now and for very good reason. Vitamin C is an antioxidant powerhouse and offers multiple skin benefits from brightening, firming and environmental defence. Now you may have tried Dermalogica's BioLumin-C Serum that we launched back in June of 2018, it quickly became a firm favourite, now sitting in our top 5 and is our number 1 serum due to its ultra-stable Vitamin C complex, which is proven to deliver 3 times more Vitamin C than a leading competitor. So, if you are a Vitamin C serum fan, you're going to love Dermalogica's latest product launch – BioLumin-C Eye Serum! This is our most powerful brightening complex, optimised for the eye area to fight oxidative stress and the appearance of premature ageing.

Your eyes never stop moving, they make 100,000 movements a day and the skin around our eyes is the bodies most delicate, it's actually 10 times thinner than the skin on the rest of our face. Every time we squint, frown and smile, the skin puckers causing lines and wrinkles to appear from an early age. Premature ageing around the eyes can add up to 20 years to a persons perceived age! Our eyes are also under constant strain from staring at computer screens and devices when we're at work, studying or even when we're just chilling out at home. Add to that daily environmental assault or lack of sleep, it's no wonder many of us suffer with tired looking eyes.

BioLumin-C Eye Serum is a super-charged eye serum designed to outsmart premature skin ageing caused by that daily eye movement and environmental stress. It works to brighten the eye area, delivering 3 times more brightening than a leading competitor, it firms the skin and hydrates the tissues to give the eyes a boost.

The formula is really light and cooling on the skin. It features the same ultra-stable Vitamin C complex found in our BioLumin-C Serum which maximises bioavailability to ensure effective penetration and enhances our skin's natural defences. But Dermalogica's Vitamin C serum formulas don't just rely on Vitamin C alone, we supercharge the overall formula for greater skin results. So just like in BioLumin-C Serum, our new eye serum also contains a peptide to deliver firmer and more radiant skin along with the moisturising Chia Seed Oil. Then to further smooth and hydrate the delicate eye area, it features nutrient rich Mushroom Extracts, natural antioxidant Arjun Tree Extract to defend against oxidative stress or 'free radical' damage along with Papain from Papaya to gently renew the skin's texture, and we also have skin nourishing Micro Algae to boost elasticity and diminish those fine lines.

It's really simple to use and can easily be slotted in to your current regimen. Using the dropper applicator, dispense a rice grain sized amount of serum onto your ring finger and gently smooth under the eye and along the orbital bone. Be careful not to get too close to the lash line. You can use it in the morning and, or the evening and follow with your usual moisturiser or sunscreen. Because it's a lightweight serum, it's great for all skin conditions. But if you need some extra nourishment, you can apply an eye cream over the top. So, now you can use your BioLumin-C Serum and your BioLumin-C Eye Serum to give you the ultimate bright skin duo!

For more information on how to achieve brighter, firmer eyes, visit your local Dermalogica store to experience a 10 minute Bright Eyes Skin Solver service or ask your skin therapist to add on the Eye Brightener treatment to your usual Dermalogica skin treatment to see the results of BioLumin-C Eye Serum first hand.

And if you fancy getting creative using just your eyes, visit our eye echo widget at [bioluminCeye.com](http://bioluminCeye.com) to paint a personalised digital mosaic.