

GIVE YOUR
EYES A BOOST
BIOLUMIN-C EYE SERUM





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INTRODUCTION

The skin around our eyes is a study in extremes. It's subjected to the constant strain generated by our body's fastest, most frequently-used muscles. We make over 100,000 eye movements per day, many of which happen in less than 1/100th of a second – literally quicker than a blink of the eye! The skin around the eyes is also the body's most delicate. With little elastin and subcutaneous fat to counteract the visual impact of skin ageing, the eye area is the first place premature signs of skin ageing appear.

The problem? In today's fast-paced world, our eyes are working harder than ever before. The hours we spend squinting at computer and smartphone screens each day put an ever-increasing strain on the fragile skin around our eyes. Additionally, according to the Centers for Disease Control 1 in 3 adults don't get enough sleep, which can contribute to eye fatigue and the appearance of dark circles. In short, our eyes need a boost.

Vitamin C is one of the most potent antioxidants available. NEW BioLumin-C Eye Serum utilizes Dermalogica's ultra-stable, highly bioavailable Vitamin C complex to dramatically brighten, firm, hydrate – and help outsmart visible premature skin ageing caused by daily eye movements and environmental stress. It's also gentle enough for the delicate eye area. It gives our eyes what they need to keep going, because they never stop moving – even when we do.



SKIN AGING AND THE EYE AREA

As we age, our skin undergoes structural changes that affect how it looks and feels. These changes can be attributed to intrinsic (natural) ageing, which is dependent on genetics and health conditions, and exposome (environmental) factors like pollution, particulate matter, and damaging UV rays. Lifestyle factors like diet, smoking – and our facial movements – can also impact skin's structure.

Over time these environmental and lifestyle factors affect skin's integrity – resulting in dullness, fine lines and wrinkles. As an example, let's look at how facial movements can impact skin's appearance:

DAILY EYE MOVEMENTS AND SKIN AGEING

Our facial expressions have a significant impact on skin's structure and elasticity – and can contribute directly to the appearance of premature skin ageing over time. Unlike the muscles throughout the rest of the body, many muscles in our face attach directly to our skin. This is what enables us to create the hundreds of facial expressions that help us communicate with one another. However, each time we do so, our facial muscles pull at the underside of our skin – eventually contributing to the formation of lines and wrinkles.

Additionally, the skin around our eyes is intrinsically vulnerable to the effects of ageing. At approximately 0.3-0.5mm thick, it's among the thinnest on our body. It also has far fewer oil glands than the rest of our facial skin, so it lacks the naturally protective film that helps skin stay moisturized – leaving it more prone to early formation of fine lines and wrinkles.

Now, think of how frequently you blink, wink, squint and smile: it adds up to thousands of eye movements per day. As a result, the repetitive skin stress of our facial movements has an outside effect on the delicate skin around the eye area.



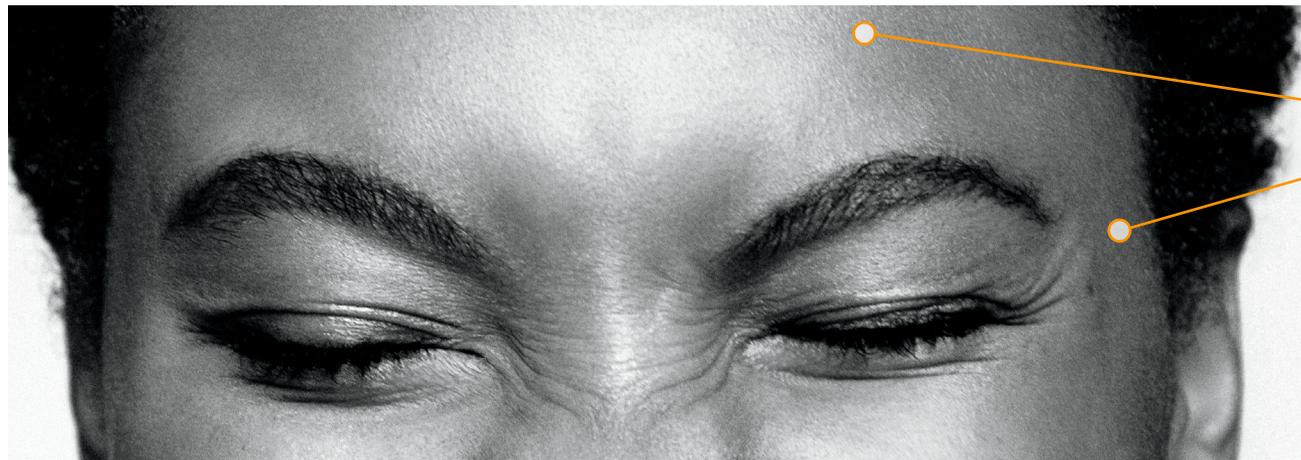
BLINKING & WINKING

muscles involved:

The *levator palpebrae*, a muscle that helps to control the eyelid, and the *orbicularis oculi*, a circular muscle around the eye

how skin is affected:

Two things happen when we blink: the *orbicularis oculi* contracts to close the eye, then the *levator palpebrae* lifts the eyelid to open it. The average person blinks 15 to 20 times per minute; over the course of a day this adds up to tens of thousands of blinks, each of which exerts a mild strain on the skin around the eyes.



SQUINTING

muscles involved:

The *frontalis*, located on the forehead, is primarily used to raise the eyebrows. Its fibers blend with those of the *orbicularis oculi*, facilitating a wide range of facial expressions in the eye area. The *frontalis* is also attached to the *corrugator*; this small muscle, located between the eye and the nose, helps us frown, furrow our brows and squint in bright sunlight.

how skin is affected:

The three muscles described above work together to help us create a variety of expressions – but since we use each one hundreds of times per day, they can also contribute to the eventual formation of wrinkles throughout the eye area.



SMILING

muscles involved:

The *orbicularis oculi*, a circular muscle around the eye

how skin is affected:

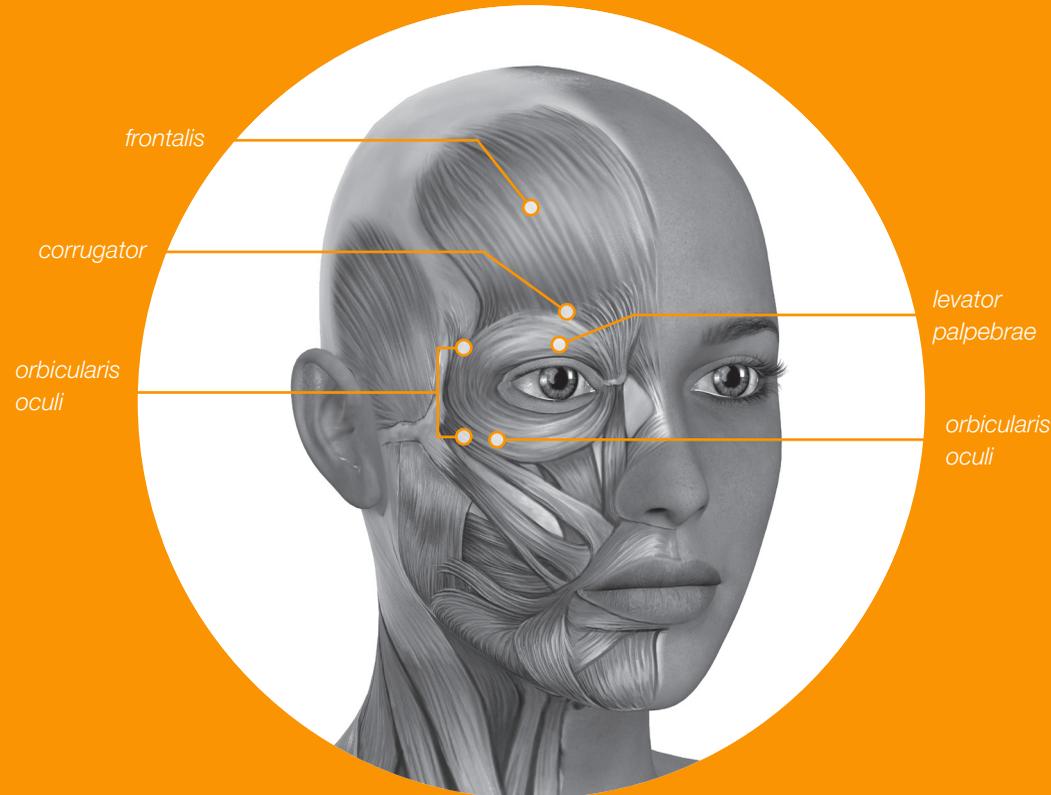
When you make a genuine smile – the kind where the skin at the corners of your eyes crinkles (also known as a Duchenne Smile) – the *orbicularis oculi* contracts, causing perpendicular pull lines where the muscle inserts into the skin. This same muscle is also used when you laugh, smile, and even blink.

QUICK-REFERENCE GUIDE:

which muscles impact the delicate eye area?

The muscles listed below work together to help us create a vast range of facial expressions – but since we use them hundreds of times per day, they can also contribute to the eventual formation of lines and wrinkles in the eye area.

	key muscles	actions
blinking and winking	<i>levator palpebrae</i>	lifts the eyelid
	<i>orbicularis oculi</i>	closes the eye
squinting	<i>frontalis</i>	moves the forehead and eyebrows
	<i>corrugator</i>	helps us furrow our brows and squint
smiling	<i>orbicularis oculi</i>	contracts when we laugh or smile



OXIDATIVE STRESS AND SKIN AGEING

In addition to the strain exerted on our skin by daily facial movement, there are three primary biochemical reactions within the skin that lead to structural changes and premature ageing. Over time, these environmental factors – together with the impact of lifestyle factors like diet, smoking and repetitive skin stress from facial movements – affect skin's integrity, ultimately resulting in fine lines, wrinkles, and uneven pigmentation.

Reactive Oxygen Species (ROSs)

Generated by aggressors such as UV rays and pollution, ROSs (also known as free radicals) can damage cell structures – causing wrinkles and uneven pigmentation over time and compromising the skin's ability to repair itself.

Matrix Metalloproteinases (MMPs)

MMPs are enzymes activated by UV exposure and other skin stressors, like inflammation. They contribute to the breakdown of collagen and inhibit new collagen formation.

Advanced Glycation End-Products (AGEs)

Formed by a reaction between sugar (e.g. glucose) and proteins (e.g. collagen), AGEs contribute to the cross-linking of protein fibers, which over time results in a loss of elasticity.

Together, these three processes exacerbate the appearance of premature ageing caused by our daily facial movements – resulting in wrinkles, loss of elasticity, uneven pigmentation and other signs of ageing. In the past, treatments addressed just the symptoms of skin damage. Today, powerful yet gentle antioxidants like Vitamin C allow us to reduce the visible signs of premature ageing triggered by these structural changes, **giving the skin around the eyes a brightening, firming boost.**



GIVE EYES A BOOST WITH VITAMIN C



Let's look at what makes Vitamin C such an effective brightening ingredient – and what makes new BioLumin-C Eye Serum stand out.

WHY A VITAMIN C EYE SERUM?

Vitamin C is a true skin care powerhouse.

As one of the most potent antioxidants available, it's the optimal way to address premature ageing – as well as give eyes a brightening, energizing boost.

Since your eyes never stop moving, we formulated BioLumin-C Eye Serum to work with them. Specially formulated to be gentle enough for the delicate eye area, it delivers Vitamin C where skin needs it to defend against fine lines and wrinkles rather than simply concealing them.

NOT ALL VITAMIN C IS CREATED EQUAL

There are many Vitamin C eye treatments available on the market, all of which promise significant brightening results – but many don't deliver.

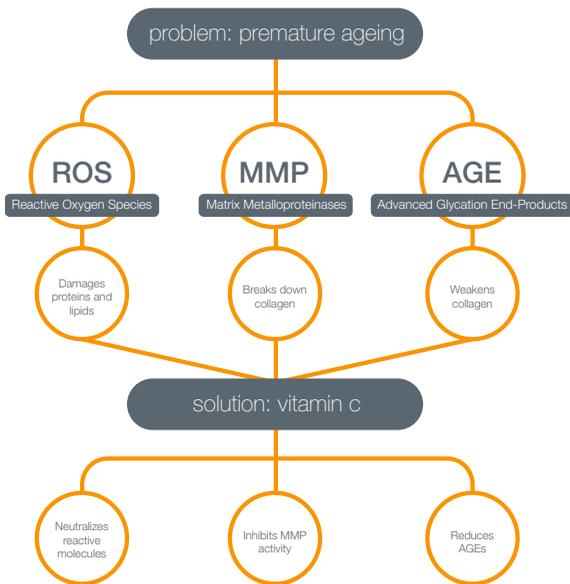
The dialogue around Vitamin C often focuses on the amount of Vitamin C in the product – but brightening efficacy isn't all about the level. There are two main factors that make Vitamin C products effective: the Vitamin C needs to be highly stable (so that it remains active and efficient), and it needs to be bioavailable (able to get actives into the skin and work where it's needed).

stability

This is Vitamin C's most well-known shortfall. Traditional forms of Vitamin C are easily oxidized upon exposure to air, heat or water – which can cause the formula to lose its antioxidant power, thus degrading the product's efficacy.

bioavailability

This is also a significant challenge: in order for Vitamin C to neutralize free radicals, firm and brighten, it must get to where it's needed in the skin. If topical Vitamin C products aren't optimized so that the Vitamin C is bioavailable and remains stable, they will produce little to no benefit for the skin.



WHAT MAKES BIOLUMIN-C EYE SERUM DIFFERENT

BioLumin-C Eye Serum represents a new paradigm in Vitamin C efficacy. We focused on making a formula that would be extremely stable and highly bioavailable – giving clients outstanding brightening results. That's why BioLumin-C Eye Serum is formulated with two stable, highly-bioavailable forms of Vitamin C. They work synergistically to provide long-term stability and deliver more Vitamin C where it is needed for the following superior results:

3X MORE BRIGHTENING POWER*

Brighter skin after 1 application
Increased firmness in 8 weeks

*Than a leading competitor

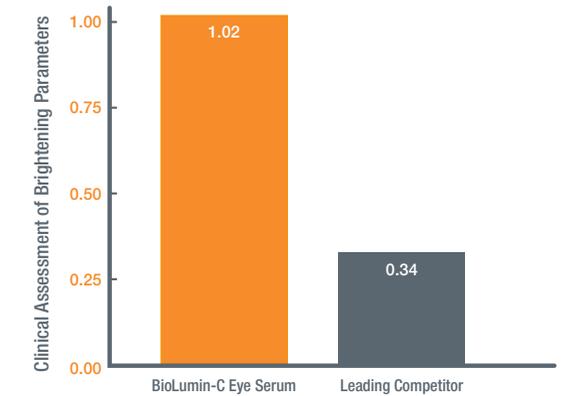


BASELINE



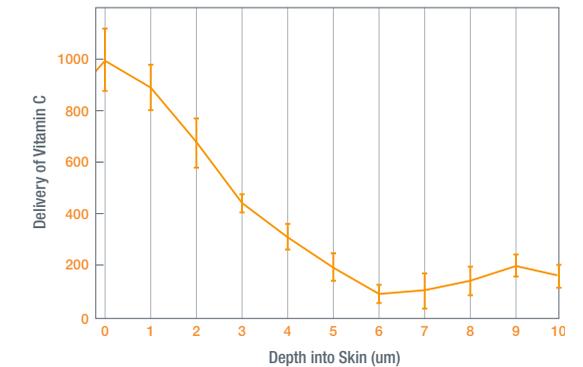
WEEK 8

3X MORE BRIGHTENING POWER THAN A LEADING COMPETITOR



BioLumin-C Eye Serum brightening power: clinical results after 8 weeks. Expert Clinical grading.

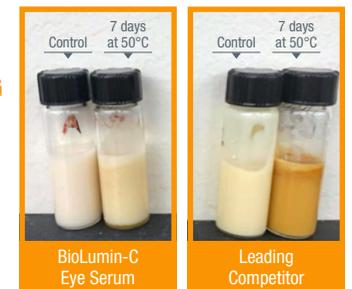
DELIVERS VITAMIN C 10 LAYERS DEEP



Maximizing Vitamin C bioavailability with proven delivery into the skin.

3X MORE STABLE THAN A LEADING COMPETITOR

Color stability after 7 days at 50 °C: darker color indicates increased Vitamin C degradation.



BIOLUMIN-C EYE SERUM AT A GLANCE



WHY YOUR CLIENTS NEED IT

The skin around our eyes is the first place signs of ageing appear. **NEW BioLumin-C Eye Serum** delivers the same brightening power as BioLumin-C Serum, in a lightweight formula optimized for the delicate eye area.

WHAT IT IS

A supercharged Vitamin C eye serum that outsmarts visible premature skin ageing caused by daily eye movements and environmental stress to dramatically brighten and visibly firm.

SKIN CONDITION

Normal to mature or prematurely-ageing skin.

KEY BENEFITS

BioLumin-C Eye Serum re-energizes the skin around the eyes with Vitamin C to:

- **Brighten** the eye area with a boost of Vitamin C
- **Firm** and reduce the appearance of fine lines and wrinkles
- **Hydrate** and exfoliate for smooth, healthy-looking skin

APPLICATION

Apply under the eye and along the orbital bone morning and evening. Keep out of eyes.

KEY INGREDIENTS

Our goal with the creation of **new BioLumin-C Eye Serum** was to deliver the brightening power of the original BioLumin-C Serum – in a lightweight formula optimized for the eye area. To that end, the following ingredients were all chosen for their stability, efficacy and ability to outsmart visible premature skin ageing caused by daily eye movements and environmental stress.

Vitamin C Complex

This unique synergy of two Vitamin C molecules provides enhanced functionality in fighting oxidative stress. The first provides the benefits of Ascorbic Acid – along with Silicium, a natural component in the skin which plays a key role in skin defense. We also added a second highly-lauded form of Vitamin C known for its superior stability and efficacy. This Vitamin C technology is fused with a powerful form of Palmitoyl Tripeptide-5 specially adapted for the eye area with superior bioactives to visibly brighten, firm and hydrate the delicate skin around the eye.

Arjun Tree Extract

Rich in skin-rejuvenating polyphenols, this highly antioxidant extract – derived from the bark of the Indian *Terminalia Arjuna* tree – is considered sacred in Ayurvedic medicine. It works to boost skin's resilience, and helps protect skin against free radical damage.

Salvia Hispanica (Chia Seed) Oil

Chia seeds were a nutritional staple in ancient Mayan and Aztec diets. Today, their exceptional antioxidant and moisturizing properties make them a skin care essential. Chia Seed Oil is rich in antioxidants that help quench free radicals, and it contains more than 60% omega-3 fatty acid – one of the highest concentrations of any plant source.

Tremella Mushroom

Packed with phytosterols and Vitamin D, this nutrient-dense mushroom locks in moisture, improving skin's resilience. It's also comprised of approximately 70% β -glucan – a highly moisturizing polysaccharide known to help reduce the appearance of fine lines.

Dunaliella Salina (Micro-Algae) Extract

Boasting a skin-energizing combination of antioxidants, Beta Carotene and Vitamin B12, this micro-algae encourages cell renewal, promotes smoother skin and helps to reduce the appearance of fine lines and wrinkles. It's also been shown to help control free radical damage and hyperpigmentation.

Poria Mushroom

Skin's natural production of Hyaluronic Acid slows as we age. This unique fungus helps maintain skin's Hyaluronic Acid levels, boosting skin's density with a nourishing combination of polysaccharides and triterpene derivatives – delivering a radiant glow and reducing the appearance of fine lines and wrinkles.

Papain Enzyme (from Papaya)

Cross-linked for 5x greater efficacy than non-cross-linked forms, this highly stable form of Papain gently exfoliates for brighter, visibly smooth skin.



CLIENT SERVICE AND RETAIL ACTIVATION TOOLS

We created the following techniques to help educate clients on the causes of premature skin ageing and the benefits of BioLumin-C Eye Serum. Use them to create an educational path toward retail purchases and/or service bookings, and share advice clients can use at home.



NEW! bright eyes skin bar lesson

Show customers what makes BioLumin-C Eye Serum such a powerful addition to their skin care regimen with this quick, informative skin bar lesson. It also gives you an opportunity to educate them on the many factors affecting the delicate eye area and introduce them to other key products.

Skin Bar Lessons put educational opportunities at your fingertips!

NEW! brighten eyes skinsolver®

time: 10 minutes

Give clients' eyes a boost for visibly brighter, firmer skin with Vitamin C – in just 10 minutes! This supercharged brightening service can be performed on just the eyes or the entire face – and it's a perfect way to introduce clients to the benefits of Vitamin C.

For more information about this service, contact your **Dermalogica Education Training Center.**

skinsolver® step-by-step

Step 1 (1 minute)

Cleanse the eye area by applying 1-2 pumps of **PreCleanse** to damp esthetic wipes or cotton. If the client has lash extensions, opt for **Special Cleansing Gel**.

Step 2 (2 minutes)

Dispense a small amount of **UltraCalming Cleanser** or **Special Cleansing Gel** into a cup and mix with water. Apply with a fan masque brush around the eye area and lightly manipulate. Remove with damp esthetic wipes or cotton.

Step 3 (3 minutes)

Apply a thin layer of **Conductive Masque Base** around the eyes with a fan masque brush and use an ultrasonic blade or microcurrent on penetration mode. Remove residue with damp esthetic wipes or cotton. Lightly mist **Antioxidant HydraMist** over the skin.

Advanced Modality Option: After product penetration use microcurrent in lifting mode above the brow.

Step 4 (3 minutes)

Apply a small amount of **BioLumin-C Eye Serum** around one eye. Gently smooth with fingertips and perform acupressure movements. Once complete, repeat application and acupressure on the opposite eye.

Acupressure Steps

Use Cooling Eye Wands, fingertips or a Gua Sha stone to perform acupressure movements around the eye.

Lift: Press and lift at the inner point of the eyebrow. Hold the lift for 1–2 seconds and then gently glide around and beneath the eye 3x and then back to the brow. Move to the center of the brow and press, lift and then glide 3x. Finish at the end of the brow and press, lift and then glide 3x.

De-puff: Gently circle under the eye, from the outer corner to the inner corner. Glide/smooth back toward the outer corner. Repeat 3 times.

Step 5 (1 minute)

Finish with at-home care advice and how to use **BioLumin-C Eye Serum**.

Option: This SkinSolver® can be performed on just the eye area, or on the entire face.
For face finishing products we recommend **BioLumin-C Serum and Dynamic Skin Recovery SPF 50.**



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