



Introducing BioLumin-C Eye Serum – 3 minute consumer video script

Do you use an eye cream or gel? We often get asked at what age you should start using one and the answer is ideally from your late teens or early 20's. And this is because the eye area is so delicate and prone to premature skin ageing, so it needs a moisturising formula specifically designed for the thinner tissue around the eyes and also one that can combat common issues such as dullness, puffiness or fine lines.

No matter how old we are, our eyes are under constant strain from general facial movements like frowning and squinting to staring at screens and devices for many hours a day. Add to that lack of sleep and daily environmental assault, it's no wonder many of us suffer with tired looking eyes.

So we're excited to launch Dermalogica's new BioLumin-C Eye Serum! This is a super-charged eye serum designed to brighten the eye area, harnessing the power of ultra-stable Vitamin C, delivering 3 times more brightening than a leading competitor, it firms the skin and it also hydrates the tissues to give the eyes a boost.

The formula is really light and cooling on the skin so great for all ages and skin conditions. It features the same ultra-stable Vitamin C complex found in our number one serum, BioLumin-C Serum which maximises bioavailability to ensure superior skin results. 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, along with Papain from Papaya to gently renew the skin's texture, and skin nourishing Micro Algae to boost elasticity and diminish those fine lines.

It's really simple to use, dispense a rice grain sized amount of serum onto your ring finger and gently smooth under the eye and along the orbital bone. You can use it in the morning and, or the evening and follow with your usual moisturiser or sunscreen. 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 skin therapist to see the results of BioLumin-C Eye Serum first hand.