

MEDICAL RESEARCHERS TELL US,

“ The skin around the eyes has fewer sebaceous glands and less collagen and elastin than skin elsewhere on the face. And, as people age, the fat pad beneath the dermis diminishes, causing the skin to appear even thinner and the hollowed-out appearance under the eyes. These unique characteristics of eye-area skin require a little extra attention. ”

A luxuriously rich eye cream so advanced it improves firmness, brightens, provides intense moisturization, plus minimizes fine lines and wrinkles.



The combined power of a collagen-enhancing peptide duo works to build/restore the supporting structure to revitalize cells for firmer skin.

Soothing botanical extracts and brightening agents are employed to condition and prepare the skin for moisturization resulting in a more even skin tone.

FACT: The skin around the eyes is the thinnest, most-delicate skin on the face.

PRODUCT POSITIONING
Firms, brightens, moisturizes.

BENEFITS AND CLAIMS

96%	saw an improvement in the overall appearance of the skin around the eyes
100%	saw a visible reduction in roughness/dryness around the eyes
up to 25%	firmer skin around the eyes
up to 40%	reduction of dark circles under the eyes
up to 75%	improved silkiness of skin around the eyes

* Based on a 12-week clinical study

TARGET CUSTOMER

- Anyone who wants to fight the signs of aging around the eyes.

HOW IT WORKS

- As the skin ages, it loses moisture and becomes dry and porous, weakening your skin's natural barrier that guards against free radical and environmental damage.
- TimeWise® Firming Eye Cream works to better protect the skin around the delicate eye area while it counteracts this damage.
 - The combined power of a collagen-enhancing peptide duo works to build/restore the supporting structure to revitalize cells for firmer skin.
 - Soothing botanical extracts and brightening agents are employed to condition and prepare the skin for moisturization, resulting in a more even skin tone.

KEY INGREDIENTS AND FUNCTIONS

Palmitoyl Tetrapeptide-3	Amino Acids and Peptides & their Derivatives: Used to help maintain healthy skin. These ingredients are the building blocks for proteins, like collagen.
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Aloe leaf extract (<i>Aloe barbadensis</i> extract)	Moisturizer/Hydrator: Helps condition and smooth the skin by adding, attracting, or retaining moisture. Soothing Agent: Known for its calming and soothing properties.

APPLICATION INSTRUCTIONS

Gently pat around the eye area.

CROSS-SELLING OPPORTUNITIES

- Oil-Free Eye Makeup Remover
- TimeWise® Miracle Set™

USE-UP RATE

- Two months, when used twice a day
- Four months, when used once a day

CHARACTERISTICS

✓	Suitable for all skin types
✓	Ophthalmologist-tested
✓	Hypoallergenic
✓	Suitable for contact lens wearers

Customer's Concern	TimeWise® Firming Eye Cream	Indulge® Soothing Eye Gel	TimeWise® Volu Firm™ Eye Renewal Cream
Needs moisture	✓	✓	✓
Fine lines & wrinkles	✓		✓
Needs firming	✓	✓	✓
Wants to brighten	✓		✓
Dark circles			✓
Under-eye puffiness		✓	✓