



# Brightening Eye Cream

A lightweight, visibly brightening, and hydrating eye cream fully powered by plants. Clinically proven to visibly reduce dark circles, under-eye puffiness, wrinkles, and fine lines in just 14 days.

This multitasking eye cream helps you instantly look more awake while minimizing the appearance of dark circles, crow's feet, and under-eye bags over time. Powered by plant-based actives—not harsh synthetics—it's enriched with antioxidant-rich essential oils, glacier-derived succinic acid, and botanical stem cells from edelweiss and tuberose to protect against environmental stressors and visible signs of aging.

## Why use an eye cream?

If you've been using your normal moisturizer in place of a dedicated eye cream, here's why you should rethink your under-eye routine.

The skin around the eyes is significantly (up to 10 times) thinner and more delicate than the rest of the face, making it more prone to dehydration and early signs of aging, such as fine lines, dark circles, and puffiness. While facial moisturizers are designed for broader hydration, eye creams are precision-formulated with smaller molecule actives—including peptides, caffeine, and antioxidants—that can effectively penetrate this fragile area without causing irritation. Their targeted delivery helps address specific under-eye concerns that facial creams simply aren't optimized to treat, making eye cream a critical step in a science-backed skin care routine.

## How does our Brightening Eye Cream work to promote a rested and radiant appearance?

It starts with a clinically studied, naturally derived formula designed to deliver both instant and long-term results. This lightweight gel delivers 24-hour hydration to the delicate eye area, helping to visibly brighten the under-eyes immediately. With continued use, it's clinically proven to reduce the appearance of dark circles, puffiness, wrinkles, and fine lines in just 14 days.

## Key ingredients

### Phyto stem cell complex

This active ingredient complex combines sustainably sourced plant cells from tuberose flowers and edelweiss, along with beetroot-derived betaine, to deliver multiple benefits for the eye area. Cultivated through innovative methods that require only a single sample from each plant, these stem cells offer a more sustainable way to harness nature's power—preserving rare species and minimizing environmental impact.

Naturally richer in antioxidants than regular plant extracts, this complex protects the eye area from environmental aggressors that cause visible signs of aging.<sup>1</sup> It also helps visibly brighten and plump the eye area, reduce the look of dark circles and crow's feet, and support the skin's natural detoxification process.<sup>2</sup>

### Succinic acid

Isolated from the soil below a Swiss glacier, succinic acid is a hydrating ingredient that helps decrease the appearance of wrinkles and tiredness. It promotes radiance, leaving the skin looking fresh and energized.<sup>3,4</sup> This ingredient works by increasing protein expression, assisting in proper protein folding, and increasing ATP production to reduce stress in cells.<sup>29</sup>

### Prickly pear extract

Sourced from the prickly pear cactus—a desert plant known for its thick, wax-coated cuticle that helps retain moisture and protect against intense sunlight—this extract is rich in vitamins, minerals, and picrodic acid, a powerful antioxidant. Its high content of water-binding compounds provides deep, long-lasting hydration while helping to soothe skin, reduce the appearance of redness, and promote firmer-looking skin. It also protects the skin from environmental aggressors and helps reduce the look of tired, fatigued under-eyes.

### Antioxidant-rich essential oil blend

This blend of Geranium, Grapefruit, and Lemongrass essential oils helps maintain the appearance of healthy, youthful-looking skin.

- **Geranium essential oil** is distilled from the fragrant flowers, leaves, and stems of the geranium plant. It contains the naturally occurring constituents citronellol and geraniol and offers an uplifting fresh, floral scent. It can also help smooth the appearance of healthy-looking skin.<sup>5,6,7,8,9,10,11,12</sup>
- **Grapefruit essential oil** is cold pressed from the peels of fully ripened, fresh fruit and contains the naturally occurring constituents limonene and myrcene. It has an uplifting, energizing aroma and helps reduce the appearance of blemishes and fine lines when applied topically.<sup>13,14,15</sup>
- **Lemongrass essential oil** is distilled from the leaves and woody stalks of the lemongrass plant. It features antioxidant and skin-cleansing properties and includes the naturally occurring constituents geraniol, neral, geraniol, and geranyl acetate.<sup>16,17,18,19,20, 21,22,23,24,25</sup>

## Clinically proven results

**Phyto stem cell complex:** Reduces the appearance of dark circles and puffiness

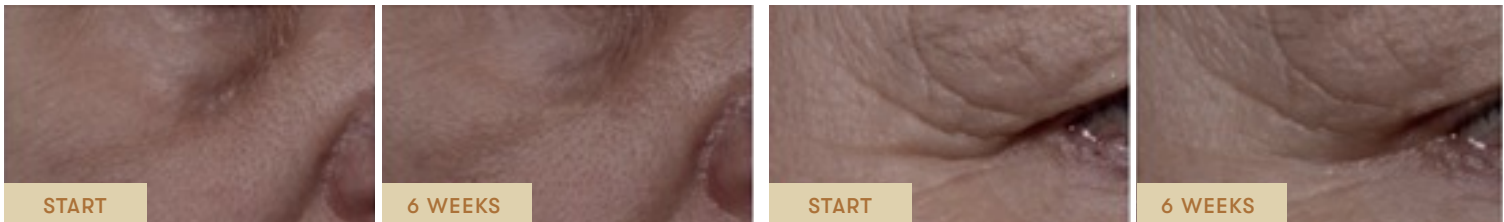
- 76% of women reported that circles were visibly less colored.<sup>26</sup>
- 61% of women reported that puffiness was visibly reduced.<sup>26</sup>
- Visibly reduced the volume and circumference of the tear trough (deep crease between the lower eyelid and the upper cheek) after just six weeks.<sup>27</sup>

**Smooths the appearance of fine lines and wrinkles**

- Visibly smoothed crow's feet wrinkles in as little as six weeks, even on photodamaged skin.<sup>2</sup>
- 52% of women reported that crow's feet were visibly reduced.<sup>26</sup>

**Plumps and hydrates the skin around the eyes**

- After three weeks, participants agreed that their skin was more hydrated, more comfortable, and visibly plumper, softer, firmer, and more toned.<sup>28</sup>



### Lifting of the upper part of the cheek

Fringe projection on volunteers with tear trough (n=21, after 6 weeks)

Tear trough: hollow running from the nose and under the eyes

- Circumference .....-9%, p<0.01 vs T0 up to -33%
- Volume .....-8.8%, p=0.08 vs T0 up to -84%

No significant placebo effect

### Smoothing of the crow's feet wrinkles

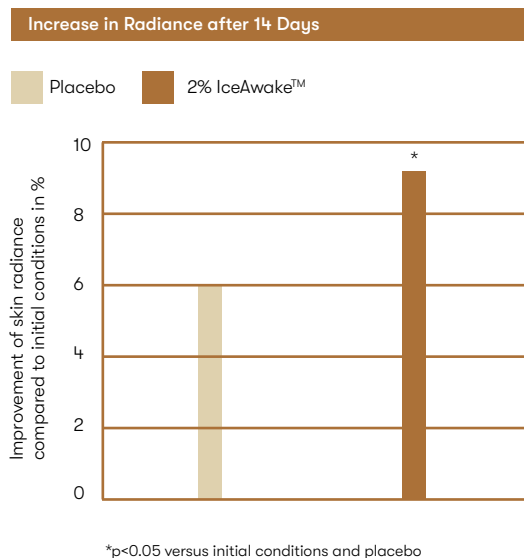
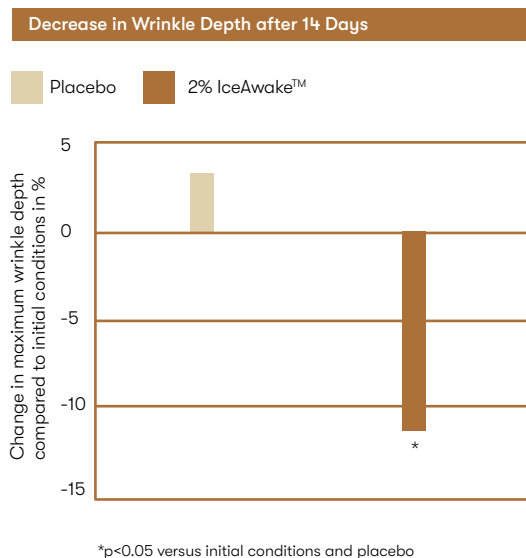
Silicone replicas of the crow's feet area (n=34, after 6 weeks)

- Wrinkle surface ...-10.7%, p<0.05 up to -16.8%\*, p<0.05 vs T0
- Wrinkle depth .....-6.2%, p<0.05 up to -10%\*, p<0.01 vs T0
- Roughness .....-5.7%, p<0.05 up to -9.1%\*, p<0.01 vs T0

No significant placebo effect \* panel with photodamaged skin (n=19)

## Succinic acid

- In a study with Asian women who were either overworked or had little or bad quality sleep, this ingredient showed an increase in the look of skin radiance in just 14 days as well as a decrease in wrinkle depth.<sup>29</sup>
- This ingredient was also tested on Caucasian men and women who had a tired appearance and showed a visible, significant reduction in wrinkles as well as a visible reduction in tiredness.<sup>29</sup>



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