

# AMERICAN SALON MAGAZINE



**skin DEEP** WRITTEN BY Maureen Sheen

## Eye-Q

GIVE YOUR CLIENTS' EYES A LITTLE EXTRA TLC WITH THESE PRO TIPS FOR THEIR TOP CONCERNS.

**Puffiness**

Puffiness can occur in the upper eyelids, lower eyelids or both, most likely caused by excess fluid retention in the surrounding tissues. In the case of early morning puffiness, fluids can build up from lack of blinking throughout the night. **Dermologica** has developed 20-minute **MicroZone Treatments** like the **Eye Rescue** or **Eye Repair MicroZone Treatment**, which are designed for the eye area only. To optimize professional results, suggest an eye serum to clients containing golden chalcone combined with a peptide like **Dermologica UltraSmoothing Eye Serum** to soothe irritation and reduce overall puffiness.

—Dea Barrens, Global Education Developer for the International Dermal Institute (IDI) and **Dermologica**

**Crow's Feet**

**Repechage Opti-Firm Eye Contour Treatment** helps to diminish the appearance of crow's feet. First, **Repechage Opti-Firm Eye Contour Cream** is massaged gently around the eye contour area. This exclusive formula of dipeptides, tripeptides and chrysin works to reduce fine lines and wrinkles, and boost smoothness and hydration. Next, a sugar-based mask containing a combination of malic acid and hyaluronic acid is applied over the entire eye contour area—signal peptides are one of the most effective ingredients for stimulating collagen production and preventing its breakdown. After gently removing the mask, the treatment concludes with a massage of **Vita Cuita Opti-Lift Serum**, which features a three-dimensional biopolymer from pure almond protein to help diminish the appearance of crow's feet and other signs of premature aging.

—Zofia Zarlati, **Repechage** CEO and founder

**Dark Circles**

Dark circles can have different root causes, varying due to lifestyle, genetics and ethnicity. Dark circles triggered by lifestyle may stem from stress, fatigue, caffeine, sun exposure, or consuming salty and oily foods before bed. The **Declor Revitalizing Eye Treatment** is ideal for freshening up the entire eye area. Offered as an individual experience or as part of a facial upgrade, this mask is prepared with a freeze-drying technique using brown algae and phytoestrogens to regenerate tired skin and reduce dark circles. Following this with **Declor Aurobeal Intense Glow for Eyes Dark Circle Corrector**—featuring caffeine, vitamin C, vitamin B3 and orange pigments—gives an immediate radiance boost.

—Justin Hsu, Director of Education for **Declor Aesthetics**

**Dryness**

The skin around the eye has fewer oil glands than the rest of the face, making it prone to dehydration and irritation. So, the drier the area, the richer the product should be...For dry skin, a richer cream like **Glō Therapeutics Vital Eye Cream** works well for younger skin that's not excessively dry. For dry skin, a richer cream like **Glō Therapeutics Vital Eye Cream**, with emollients like evening primrose oil and vitamin E, will protect and nourish this delicate area.

—Martin Ottaviano, Director of Education for **Glō Beauty Brands**

74 **americanbeauty.com** December 2016

## VITAL EYE CREAM

“The skin around the eye has fewer oil glands than the rest of the face, making it prone to dehydration and irritation. So, the drier the area, the richer the product should be...For dry skin, a richer cream like Glō Therapeutics Vital Eye Cream, with emollients like evening primrose oil and vitamin E, will protect and nourish this delicate area.”