

MEDICAL RESEARCHERS TELL US,

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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.

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

POWER STATEMENT

Refresh a tired-looking appearance
with this moisturizing and soothing eye gel.

BENEFITS & CLAIMS

- Calm, cool and refresh a tired-looking appearance
- Increase skin moisturization up to 130%

TARGET CUSTOMER

- Customers with under-eye puffiness

HOW IT WORKS

- The botanical extracts included in the product are reported to tone, firm and reduce the appearance of puffiness in the eye area.

KEY INGREDIENTS & FUNCTIONS

Green tea extract (<i>Camellia sinensis</i>)	Antioxidant: Known as free radical scavengers, these ingredients are included in products to help protect the skin from the effects of free radicals generated by the environment. Soothing Agent: Known for its calming and soothing properties.
Cucumber extract (<i>Cucumis sativus</i> extract)	Soothing Agent: Known for its calming and soothing properties.
Dog rose hips extract (<i>Rosa canina</i> extract)	Conditioner: Improves the appearance of skin (e.g., skin looks softer, smoother).

APPLICATION

Order

Cleanse

Exfoliate

Freshen

Supplement

Moisturize

Protect

Finish

Instructions

Apply sparingly to brow bone and under-eye area.

CROSS-SELLING OPPORTUNITIES

- TimeWise® Firming Eye Cream
- TimeWise® Age-Fighting Eye Cream
- MK Signature™ Concealer
- Extra hydration moisturizers

USE-UP RATE

- 1½ months

CHARACTERISTICS

	Suitable for sensitive skin
	Clinically tested for skin irritancy and allergy
✓	Fragrance-free
	Oil-free
	Non-comedogenic
	Ophthalmologist-tested
	Suitable for contact lens wearers