FIVE FACTS THAT WILL TRANSFORM YOUR LOOK

Have you ever wondered if eye creams with their tiny jars and big price tags are really necessary? Can’t you just spare some of your facial cream and use it around the eyes? Is there a way to reduce puffiness and dark circles? What is the best way to soften wrinkles and restore brightness to the skin around the eyes? Read on and learn 5 simple facts that can help you restore a youthful and bright look to your eyes starting today.

FACT# 1: EYELID SKIN IS EXCEPTIONALLY THIN AND AGES FAST
Did you know that the skin of your eyelids is 10 times thinner than that of facial skin? In addition, when you are awake your eyelids are constantly moving, blinking up to 10,000 times a day!

Unlike your facial skin which is attached to the thick underlying layer of muscles and connective tissue, your eyelid skin lies on a very thin supportive layer and is very easily pulled and stretched. Every time you dry your face with a towel, rub your eyes or remove makeup with a cotton pad, you risk stretching the delicate skin around your eye. And of course your skin is also stretched every time you cry or laugh.

Since eyelid skin doesn’t have any oil glands, it often becomes dry, causing itching and redness, which leads to even more rubbing of the eyes and even more stretching.

Another problem that arises due to the fact that the skin around the eye is so thin is fatty bags appearing under the eye. As we age, our thin skin grows weaker and no longer can hold subcutaneous fat, which starts protruding under the eyes causing an unsightly baggy appearance. Water retention in the skin immediately shows up as puffy eyes.

Some individuals have the opposite problem. As their skin thins out, their subcutaneous fat diminishes to the point of creating a hollowed look under the eyes. This is the plight of thin skin—everything that happens underneath it, affects its appearance.
FACT# 2:
**NEVER USE CHEMICAL SUNSCREENS AROUND THE EYES**
Since the skin around the eyes is very thin, it is easily damaged by UV-rays. Therefore, it would seem logical to use a sunscreen to protect the skin around the eyes. However, this may be not the best strategy.

First of all, many chemical sunscreens are strong skin irritants and may cause redness and swelling around the eyes. Second, chronic inflammation caused by sunscreens may lead to dark circles. And finally, many sunscreens create an illusion of safety, while allowing the most dangerous part of UV-light to penetrate your skin. This won’t prevent skin damage—it may even accelerate it.

In the past, women wore hats and veils. This made sense, since it allowed them to shade their eyes from the sun and keep their skin young and beautiful for much longer. In our sophisticated times, hats are still the best protection, since they shade the eyes from all types of UV-radiation, unlike sunscreens that often allow some of the UV-radiation to filter through. Also, don’t forget your sunglasses when you go outdoors on a sunny day.

Your skin is protected from UV-damage by natural antioxidants. However, as we age the level of antioxidants in our skin drops dramatically. Therefore, it is important to use a day cream or serum containing natural skin antioxidants such as vitamin E, beta-carotene, lycopene, lutein, and coenzyme Q10.

FACT# 3:
**NOT JUST ANY CREAM IS GOOD FOR THE EYE AREA**
You may not necessarily need a special “eye cream”, but make sure you choose carefully. First of all, consider its texture. The cream that you intend to use under the eye should be very light and easy to spread. If the product requires you to pull the skin for even distribution, do not use it. Second, do not apply products with a high oil content. Oils can get into the eye and clog tear ducts or even affect your vision. Also, creams with strong occlusive action may increase puffiness.

Another important consideration: Does this cream contain something that can irritate or damage your skin? Remember, the skin around the eye is exceptionally thin—any toxic or damaging substance will penetrate into it more readily.

So avoid products that contain artificial dies or fragrances. Stay away from exotic plants. Generally avoid products with a long list of ingredients. A simpler formulation is better. If a product contains 40+ ingredient list—do not use it under the eye even if it says “eye cream”.

Finally, if you use a certain product under the eye—never stick your finger into it without first thoroughly washing your hands with soap. Bacterial contamination of cosmetic products is the most common cause of eye infections and irritation. You may choose to use a clean spatula for applying your eye cream.

FACT# 4:
**BOTULIN TOXIN IS NOT THE ANSWER TO WRINKLES**
Laughter extends life while strong emotions make it worth living. However, laughter and strong emotions lead to wrinkles around the eyes and mouth. Today, the most popular method to remove mimic wrinkles around the eyes is injections of botulin toxin. But not only may injections of muscle paralyzing substances cause unpleasant side effects such as dry eyes, droopy eyelids or ptosis, it may accelerate eye skin aging.

One way to prevent mimic wrinkle formation is good moisturization. When the skin is elastic and well moisturized, it can tolerate stretching much better. You can also firm and tighten the appearance of your skin naturally by using copper-peptide based creams and serums.
FACT# 5: IF YOU WANT YOUTHFUL AND BRIGHT EYES—THINK BEYOND COSMETIC PRODUCTS

Did you know that the simplest way to reduce puffiness under the eyes is through regular facial massage? Yes, that's right. Even though many beauty experts will give you numerous recipes to battle that morning puffy look, the cause of this unpleasant condition is simple stagnation of lymph.

Gently massage your face (do not massage your eyelids) before going to sleep and in the morning, do a few facial exercises such as smiling and puffing your cheeks and finish with a cold towel pressed gently to the eye area for a few minutes. You will instantly notice a brighter and more alert look with less puffiness.

Furthermore, avoiding salty and heavy food in the evening is a simple but very important tip for more beautiful eyes that you can start putting into practice today.

Good sleep and regular aerobic exercise will also help improve the appearance of baggy eyes and dark circles. Consume a diet rich in fruits and vegetables to supply your skin with protective antioxidants.

Home remedies such as cold tea compresses or applications of fresh cucumber rings will refresh the eyes and reduce the appearance of swelling and dark circles. Cosmetic products with aloe will help brighten the eyes and reduce dark circles.

IN CONCLUSION, WHEN CARING FOR YOUR EYE SKIN:

• Avoid rubbing, tugging and pulling.
• Stay away from chemical sunscreens, especially those that have a high SPF. Protect your eyes with a wide brimmed hat or sunglasses instead.
• Never use chemically fragranced products—they are often irritating and may increase dark circles.
• You may not need a special eye cream, but make sure the cosmetic product you use around your eyes is easy to spread, does not contain heavy oils and has a simple formulation without potential irritants and exotic plants.
• Copper-peptides help tighten and firm the appearance of your skin, preventing the look of wrinkles and baggy eyes. Sooner rather than later is the best time to start on a program of copper-peptide use.
• To keep your eyes looking young and bright, think beyond cosmetics. Use gentle facial massage and cold towel compresses to prevent a puffy appearance. Make sure you have a good night’s sleep and exercise regularly. Avoid salty and heavy food before nighttime and eat plenty of fruits and vegetables.
Above all—keep a positive optimistic attitude and use every opportunity to smile and feel good. Even though the cosmetic industry now tries to convince you that smiling causes wrinkles, that you should maintain a lifeless, mask-like appearance with regular botulin injections, in my experience the opposite is true.

People who smile generally maintain a positive attitude and feel good; usually they look younger and have bright eyes, while gloomy and unhappy people look older than their age. So take time to do something pleasant every day. Smile and laugh! Keep stimulating your brain with learning and your eyes will shine bright at any age.

Looking for additional tips and in-depth testimonials from users of copper-peptide products with similar concerns as yourself?

Come meet with your classmates, discuss your skincare goals; we want to hear from you!

Visit us today at: www.healthyskin.infopop.cc/eve

Review at a Glance

TIPS THAT I WILL REMEMBER

- Eyelid skin ages faster
- Don’t forget the sunglasses
- Use a cream with antioxidants
- Avoid salty and heavy foods
- Be gentle around the eyes

Part 9: Course Recommendation

Super GHK-Copper Cream

No other product is more gentle for refreshing the skin around your eyes than our Super GHK-Copper Cream to dramatically nourish, firm, and hydrate with advanced skin strengthening technology. Use 2-3 times a week to correct the visible signs of aging.

GHK LUXE Eye Cream with Tri-Factor Complex can be applied very lightly morning or evening to minimize puffiness and brighten up the look of tired, slacken skin. For personalized suggestions on how you can improve your eye area, call 1-800-405-1912.