

IdealEyes®

Vitamins C & A Eye Refining Crème



Positioning Statement

IdealEyes® helps reduce the appearance of dark circles and puffiness under the eyes.

Concept

Illuminates your entire look. IdealEyes® refines and improves the appearance of the delicate area around the eyes. Your face looks brighter when your eyes look their best, but the eye area can be one of the first places to show signs of stress, fatigue, and aging. IdealEyes® is a proprietary formulation of pure, free-flowing vitamin C (L-ascorbic acid) and vitamin A (retinyl palmitate) to visibly reduce the appearance of dark circles and puffiness.

Target Audience

Advanced skin care users who are concerned with the signs of stress and fatigue around the eye area.

Product Claims

- Helps reduce the appearance of dark circles.
- Helps reduce the appearance of puffiness with a combination of vitamin C and A.
- Promotes the appearance of healthier, younger looking skin around the eye area.

Key Ingredients

- **Vitamin C (L-ascorbic acid)**—helps stop the free radical cascade that causes puffiness under the eyes. Also stimulates collagen synthesis to improve skin density.
- **Vitamin A (retinyl palmitate)**—helps improve skin density while minimizing the signs of aging.
- **Cucumber and ginkgo extracts**—soothe and calm the delicate skin under the eye to help reduce the appearance of puffiness.

Usage/Application

After cleansing and toning, smooth IdealEyes® around the eye area both morning and evening. Avoid direct contact with eyes. Do not apply to eyelids. Follow with Nu Skin® Intensive Eye Complex for additional moisture.

Clinicals

A clinical study conducted by an independent laboratory demonstrates the effectiveness of IdealEyes® in treating the eye area.

After 10 weeks, users saw:

- 55% reduction in the appearance of dark circles.
- 42% reduction in the appearance of puffiness.
- 85% visible increase in skin moisture.

Demonstration

When stable, vitamin C is an effective anti-aging ingredient. Keeping vitamin C stable and active in solution is a big challenge for formulating scientists. It's important for any credible product built around the benefits of vitamin C to establish that the vitamin C in that product is active and efficacious. To demonstrate that Nu Skin uses concentrated, active vitamin C in IdealEyes® Vitamins C & A Eye Refining Crème, follow the procedure below:

1. Fill glass with regular tap water.
2. Add iodine until water is a rusty brown color.
3. Squeeze a spoonful of IdealEyes® into the iodine-water solution and stir.
4. The dark rusty brown solution will turn white.

Explain to your customers that when iodine binds to active vitamin C, it turns white, but if the vitamin C is not active the iodine solution will not turn white.

FYI

Dark circles and puffiness are caused by several factors. The skin under the eye is the thinnest on the body, but as we age it thins

IdealEyes® Vitamins C & A Eye Refining Crème

even more, making blood vessels under the eye more noticeable. Capillaries under the eyes are fragile and, if damaged, can leak fluid in surrounding tissues where it pools, leading to puffiness. Chronic sun damage can also increase puffiness and contributes to leaky capillaries. The most recommended treatments are doses of antioxidants to stabilize free radicals and reduce inflammation associated with them. Another recommendation is an increase in skin density so that the appearance of blood vessels is less visible.

Complementary Products

- **Intensive Eye Complex**—provides a unique combination of shea butter and kukui nut oil to help improve suppleness and keep the delicate skin around the eye properly moisturized.
- **Tru Face™ Line Corrector**—features revolutionary pro-collagen peptides that help soften moderate to deep lines around your mouth, eyes, and forehead.
- **Tru Face™ Essence**—facial contouring serum, featuring the patented anti-aging ingredient Ethocyn®, helps restore definition and firmness to the skin.
- **Tru Face™ Revealing Gel**—features polyhydroxy acids for a gentle approach to revealing a smooth, more radiant looking complexion.
- **Galvanic Spa™ System II with Pre-Treatment and Treatment Facial Gels**—increases cellular respiration and improves your skin's radiance.

Frequently Asked Questions

What are the benefits of vitamin C (L-ascorbic acid)?

Research has shown that vitamin C is a necessary co-factor for collagen synthesis in the skin. Vitamin C is also a powerful antioxidant that protects against free radical damage.

Why does IdealEyes® have a low pH?

IdealEyes® contains 10% pure Vitamin C. Since vitamin C is acidic, if we raised the pH, it would neutralize the vitamin C, thus making the product ineffective. The low pH is necessary for product efficacy.

Can I use Tru Face™ Line Corrector and IdealEyes® at the same time?

Yes, IdealEyes® and Tru Face™ Line Corrector are a great combination for the eye area. It is best to apply Tru Face™ Line Corrector first, followed by IdealEyes®.

Can I apply IdealEyes® to my eyelids?

IdealEyes® should not be applied to the delicate skin on the eyelids.

How is IdealEyes® different from other products claiming vitamin C?

The vitamin C in IdealEyes® is in its pure form, L-ascorbic acid. Many other products use a vitamin C derivative because vitamin C in its pure form is difficult to keep stable in formulation. Typically, pure vitamin C in a topical application reacts with light and oxygen, causing it to oxidize, or become chemically unstable and lose its skin beneficial properties. IdealEyes® utilizes a breakthrough, patented technology that stabilizes vitamin C in its purest form, delivering benefits directly to the skin.

What does “free flowing” mean in reference to vitamin C?

“Free flowing” means that pure vitamin C is incorporated directly into the formula. Many competitors must encapsulate vitamin C and/or package their products in one-dose applications, because of vitamin C's instability in their formulas, and the need to protect it from exposure to light and oxygen. The patented technology in IdealEyes® allows vitamin C to remain stable in its pure form, without the need for encapsulation, delivering remarkable benefits in a creamy application.

Ingredients

Glycerin, Cyclomethicone, Propylene Glycol, Pentylene Glycol, Ascorbic Acid, Dimethicone Copolyol, PVP, Phenyl Trimethicone, Distarch Phosphate, Dimethicone/ Vinyl Dimethicone Crosspolymer, Ginkgo Biloba, Retinyl Palmitate, Aloe Barbadensis Leaf Juice, Cucumis Sativus (Cucumber) Fruit Extract, Sodium Chloride, Stearyl Glycyrhettinate, Tocopheryl Acetate, Cetyl Dimethicone Copolyol Ether, Fragrance (Parfum).