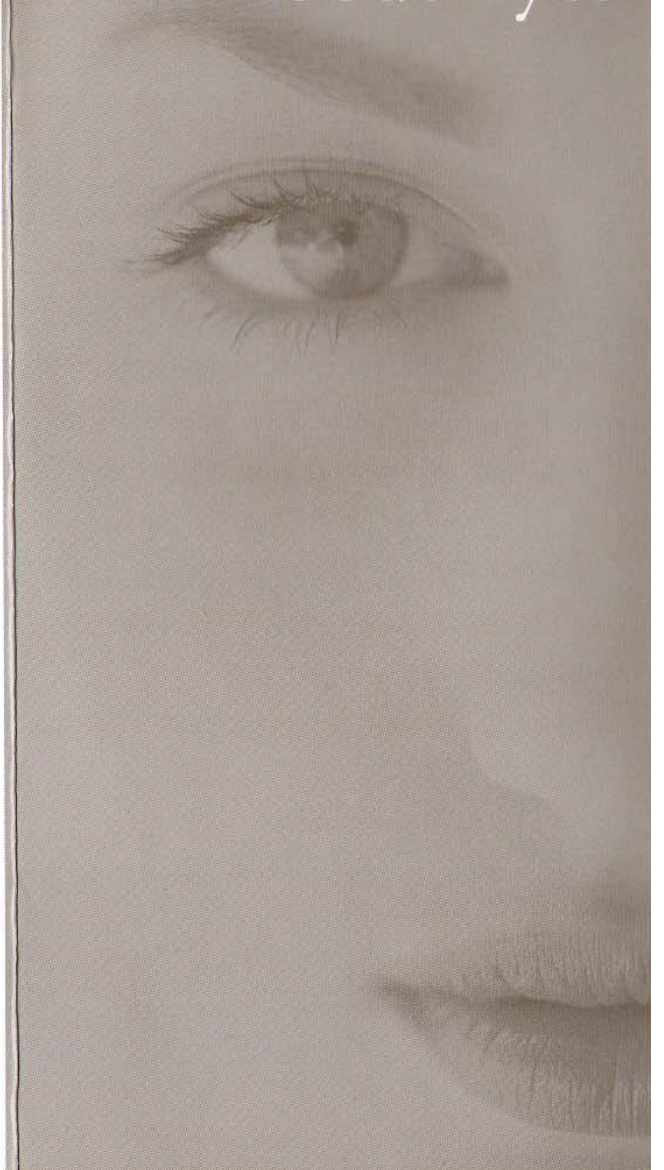


All About Eyes



Did You Know ...

- Products labeled “ophthalmologist-tested” have successfully passed clinical testing by a doctor specializing in the study of the eye, and are determined to be mild and gentle.
- We blink 10,000 times a day. Keeping the skin supple will help it bounce back into shape more readily.
- Water accumulation in the eye area is also referred to as morning puffiness.
- Using the same products designed for your face on the skin around the eye area may be the cause of puffiness.
- There’s a natural tendency for the eye area to age faster than the rest of the face.
- Wearing UV protective glasses can help ward off sun damage, which can affect the health and well being of the eye area.
- It’s important to get your eyesight checked. Poor vision means more squinting, which leads to expression lines.

All About Eyes

The eye area is said to be a “mood” barometer, indicating a person’s state of mind — from happiness to fatigue. Often, it’s also the first area to show signs of aging and neglect.

Handle With Care

The eye area is the most sensitive area on the face. The eyelid is particularly thin with fewer oil glands, making it particularly vulnerable to dryness. Any pulling or stretching around the eye area can also cause damage to the delicate tissues. It deserves special attention and requires protection to ward off signs of aging.

Ask Yourself:

Are you neglecting the special needs of the eye area?

Are you less than gentle around the eye area when removing eye makeup?

Do you use your facial moisturizer to hydrate your eye area?

If you answered “yes” to any of the questions above, it is time to discuss your eye care program with your Beauty Consultant.

Easy on the Eyes

Merle Norman offers products specially formulated to address the needs of the eye area.

To remove eye makeup quickly and easily without rubbing or tugging:

- **LUXIVA® Dual Action Eye Makeup Remover** offers fast, thorough cleansing and conditioning.

For those with sensitive care needs:

- **Instant Eye Makeup Remover** removes all traces of eye makeup without a greasy feel.

To address puffiness:

- **LUXIVA® Triple Action Eye Gel** revitalizes tired, puffy eyes with cooling botanical extracts.

For a more youthful appearance around the eye area:

- **LUXIVA® Wrinkle Smoother Eye** addresses expression lines and reduces puffiness, dark circles and wrinkles.

To protect:

- **LUXIVA® PREVENTAGE™ Firming Eye Creme** with encapsulated sunscreen is ideal for day wear.

To help provide a “lift”:

- **LUXIVA® Changing Skin Eye Complex** with Soy, Clover and Wild Yam helps counteract dryness and wrinkles due to hormonal fluctuations.

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continued