

# golden rules for great eye care

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Going to bed early, drinking more water but still suffering with puffy eyes, dark circles and a map of fine lines? What's going on?



## PROBLEM

### **Puffiness**

The eye area is highly susceptible to retaining fluid. Too much salt can cause our body to retain water as can excessive alcohol and hormonal fluctuations. Another watch out is the use of occlusive oils around the eyes which can become trapped leading to puffiness.

### **Fine Lines**

With eyes being so expressive it is no surprise that it is often the first place we begin to see fine lines. This extends to more deep wrinkling as collagen and elastin production is inhibited and tissues become slack as we age. But did you know that fine lines can also be an indication of dehydration? Skin creases may be temporarily caused by a lack of hydration to plump the epidermis.

### **Dark Circles**

The skin under the eyes is the thinnest on the body which means dark blood vessels are more visible, appearing as dark shadows. As we get older, we also lose some of the fat and collagen surrounding our eyes. This loss, combined with the thinning of our skin, magnifies the appearance of dark eye circles.

## SOLUTION

Avoid eye creams and make-up removers that contain heavy mineral oils, as these will make eyes puffy. Use a cooling and hydrating eye mask 2-3 times a week. Relax for 20 minutes to brighten, de-puff and lift the eye area.

Use an eye cream, gel or serum specifically formulated to protect and treat the delicate eye area. Pat a peptide-rich eye treatment around the eyes at night to repair and regenerate skin. Don't forget to stay hydrated by drinking around two litres of water a day.

Optical light diffusers will help diminish dark circles and a chemical-free sunscreen will shield against future damage. Apply in the morning every day.