

Prevention is better than cure!

FACT FILE

Q. Concerns of the Eyes?

What can Pevonia do?

Pevonia Botanica's eye line is a potent combination of repairing ingredients such as Vitamin C, Hyaluronic Acid, time-released Sphérulites, Ginkgo Biloba, Arnica, Chitosan Ascorbate and Vitamins A & E, to powerfully replenish and restore your delicate eye zone.

If you have any of the following concerns, Pevonia has the answer:

- Crow's Feet
- Lines and wrinkles
- Puffiness
- Sagging
- Loss of Elasticity
- Dark Circles

CROW'S FEET/LINES/WRINKLES

The continual contracting and relaxing of muscles used for expressions contribute to the formation of Crows Feet, fine lines and wrinkles hence the phrase 'laughter lines'. The skin around the eye area is very different from the skin on the rest of our body as it has no subcutaneous fat layer. This means there is a lack of moisture and hydration, plus collagen and elastin fibres are more sparse resulting in crepiness. The decrease in muscle tone, as part of the ageing process, means that good products for the eye area are imperative.

PUFFINESS

A common condition caused by any one or a combination of the following:

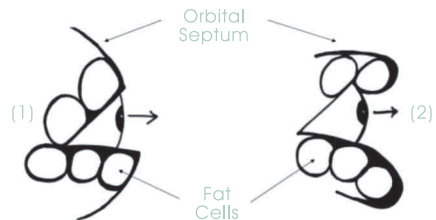
- Hereditary
- Illness
- Poor health
- Late nights
- Poor circulation
- Incorrect use of products

Lymph capillaries normally open and close, flushing away the excess fluid. Puffiness is caused by excess fluid retention as a result of poor blood and lymph circulation.

SAGGING/LOSS OF ELASTICITY

A common concern associated with the ageing process. The natural structure of the eye consists of 2 fat cells in the upper lid and 3 fat cells in the lower lid (see picture (1)). These fat cells act as 'shock absorbers'. To support these fat cells, we have a fibrous sheet of muscle called the 'orbital septum', which acts as an elastic band.

Sagging of the eye occurs when the elasticity of the 'orbital septum' weakens and fat cells fall forward weighing down under and over the eyes (see picture (2)). It is important not to rub the eye area and care should be taken not to drag the skin. Correct homecare product and advice will help prevent this problem.



DARK CIRCLES

Apart from hereditary factors, poor circulation can cause the shadowing under the eyes to appear darker. This is due to an increase in Hemosiderin (an insoluble storage of iron) or melanin (pigment) which tints the blood and is more noticeable due to the translucency of the skin around the eyes as it is only 0.5mm thick (as thin as an eggshell!). To avoid a build-up of Hemosiderin, we must ensure the circulation is stimulated.

Questions & Answers

Q. I HAVE BEEN USING EYE PRODUCTS FOR YEARS, BUT AM STILL NOT HAPPY WITH THE RESULTS. WHAT CAN PEVONIA PRODUCTS OFFER ME?

A. The **Pevonia** product line focuses heavily on results using natural botanical ingredients, eliminating components that cause irritation and sensitivity. Whatever your concerns, **Pevonia** has the answer. All **Pevonia** products used around the eyes deliver specific results to specific concerns. Please ask your **Pevonia** skincare specialist for a demonstration and advice. *Please note: Pevonia's Eye Line is so effective, you only need to decant a grain of rice size amount per application.*

Q. MY EYES ARE SENSITIVE AND I WEAR CONTACT LENSES. I WOULD LIKE TO CARE FOR MY EYES BUT OTHER PRODUCTS HAVE CAUSED IRRITATION. HOW ARE YOUR PRODUCTS DIFFERENT FROM OTHER PRODUCTS I HAVE USED?



A. Pevonia's "**C**" Evolutive Eye Gel is different because the active ingredients are delivered by a unique process using sphérulites. These sphérulites offer a 12-hour time release of the active ingredients within the product, ensuring that you achieve results, without irritation. Use in conjunction with **Pevonia's Eye Make-Up Remover** for best results.

Products



Eye Make-up Remover

- Aqueous formulation
- Cleanses without irritation
- Leaves the skin fresh, soft and relaxed
- Contains Lettuce, Cucumber, Elder, Arnica, Mallow and Lactic Acid



"C" Evolutive Eye Gel

- Ideal for sensitive eyes, dark shadows and puffiness
- Contains sphérulites (12 hour time release)
- Helps preserve skin's elasticity
- Contains Vitamin C, Hyaluronic Acid, Ginkgo Biloba and Chamomile



Evolutive Eye Cream – SPF8

- Nourishing and firming
- Minimises lines and wrinkles
- Rich non-greasy formula
- Contains Squalane, Hyaluronic Acid, Glycolic Acid, Titanium Dioxide



Collastin Eye Contour

- Prevents and smooths wrinkles
- Non greasy fluid
- Provides a feeling of freshness and anti-fatigue
- Contains Collagen, Elastin and Hyaluronic Acid

Eye Treatments Available

Ask your Pevonia Skincare Specialist for details on the following beneficial treatments:

DE-STRESS EYE TREATMENT – WRINKLES

A Cryo-Collagen Treatment with 100% pure freeze-dried collagen to repair the delicate eye contour. Intensely hydrates and plumps the skin reducing the appearance of fine lines, wrinkles and crepiness.

DE-STRESS EYE TREATMENT – PUFFINESS

This refreshing eye treatment utilises Ginkgo Biloba to stimulate the lymphatic capillaries to drain excess fluid, thus reducing the appearance of puffiness. Vitamin C works in synergy as it lightens and brightens the eyes, alleviating dark circles. An effective, cooling and decongesting treatment.

PEVORECLAIM POLYPEPTIDES FREEZE-DRIED HIGH PERFORMANCE FOR EYES

By delivering a high concentration of Marine Collagen and Marine Elastin for outstanding absorbency, this in-spa polypeptides freeze-dried treatment is proven-effective to protect your skin against premature ageing, smoothing wrinkles, combating skin slackening whilst improving overall texture and elasticity and hydrates deeply.

Treatment Course: Pevonia recommends a course of 6 treatments for long-lasting results, with a maintenance plan of 1 treatment per month.

WHAT INGREDIENTS SHOULD I AVOID IN MY PRODUCTS?

INGREDIENT	USED FOR	REASON TO AVOID
ALCOHOL (Specially denatured ethyl alcohol)	Astringent • Antiseptic Solubilises fats	Drying and irritating Dehydrates moisture and sebum from skin
ARTIFICIAL COLOURS (Derived from coal tar / cosmetic red dyes)	Colours product Used to indicate 'skin type' groupings	Comedogenic Not to be used near the eye area
ARTIFICIAL FRAGRANCES (Can refer to as many as 15)	Disguising odours 'Signaturing' products	Causes allergies Photosensitizing
ISOPROPYL MYRISTATE (Derived from fatty alcohol)	Gives 'slip and slide' Gives separability to creams and lotions	Highly Comedogenic • Penetrate hair follicle Causes blackheads and milia
MINERAL OIL (Petroleum by-product)	Emollient properties • Gives 'slip and slide' • adheres to skin surface	Leaves a greasy after-feel • Sits on skin's surface May be Comedogenic • No real skin benefit

CLIENT RECOMMENDATION?

Ask your Pevonia Specialist or contact Pevonia UK

MORNING

Cleanse
Lotion
Concentrate
Care Cream
Eye Care
UV Protection

EVENING

Cleanse
Lotion
Concentrate
Care Cream
Eye Care
UV Protection

ONCE OR TWICE A WEEK

Exfoliate
Mask

Exfoliate
Mask



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