

## fact sheet

# biolumin-c eye serum

give your eyes a boost

delivers 3X more brightening\*

### description

Vitamin C is one of the most potent antioxidants available. It's also gentle enough for the delicate eye area. NEW BioLumin-C Eye Serum utilizes Dermalogica's ultra-stable, highly bioavailable Vitamin C complex to dramatically brighten, firm, hydrate – and help outsmart visible premature skin aging caused by daily eye movements and environmental stress. It gives our eyes what they need to keep going, because they never stop moving – even when we do.

### key benefits

- Brightens the eye area with a boost of Vitamin C.
- Reduces the appearance of fine lines and wrinkles.
- Exfoliates and hydrates for smooth, healthy-looking skin.

### key ingredients

- **Vitamin C Complex** provides enhanced functionality in fighting oxidative stress. This Vitamin C technology is fused with Palmitoyl Tripeptide-5, a unique short-chain synthetic peptide that works using innovative anti-wrinkle technology.
- **Arjun Tree Extract** works to boost skin's elasticity and helps protect skin against free radical damage.
- **Salvia Hispanica (Chia Seed) Oil**, rich in antioxidants that help quench free radicals, contains more than 60% omega-3 fatty acid.
- **Tremella Mushroom**, packed with phytosterols and Vitamin D, locks in moisture, improving skin's elasticity.
- **Dunaliella Salina (Micro-Algae) Extract** encourages cell renewal and helps to reduce the appearance of fine lines and wrinkles. It's also been shown to help control free radical damage and hyperpigmentation.
- **Poria Mushroom** helps increase skin's own Hyaluronic Acid production, boosting skin's density with a nourishing combination of polysaccharides and triterpene derivatives – delivering a radiant glow and reducing the appearance of fine lines and wrinkles.
- **Papain (from Papaya)** is a proteolytic enzyme that gently exfoliates to encourage cell renewal for brighter, more luminous skin.

### how to use it

Apply under the eye and along the orbital bone morning and evening. Keep out of eyes.

### product franchise

BioLumin-C

### what it goes best with

BioLumin-C Serum, PreCleanse, Dynamic Skin Recovery SPF 50

### estimated number of uses

Retail Size:  
(0.5 OZ / 15 mL): 150

### MSRP (USD):

Retail Size:  
\$70.00

### item code and UPC

Retail Size: 111393  
666151062283

### product dimensions

(including carton) – l x w x h:

2.500 x 0.875 x 4.875 in. /  
63.500 x 22.225 x 123.825 mm



\*than a leading competitor

## frequently asked questions

### **What's the difference between BioLumin-C Eye Serum and the original BioLumin-C Serum?**

The skin around our eyes is the body's most delicate. That makes it especially susceptible to signs of premature aging – and to irritation from our skin care products. BioLumin-C Eye Serum is formulated with ingredients that are designed specifically to brighten, firm and hydrate the delicate eye area – without irritation.

### **What skin conditions can benefit from BioLumin-C Eye Serum?**

BioLumin-C Eye Serum can be used by all skin conditions, but is ideal for clients who are concerned about fine lines, wrinkles or uneven pigmentation in the skin around their eyes. It also helps defend the skin from further damage, making it an excellent preventive product choice.

### **How does BioLumin-C Eye Serum fit into my client's existing skin care regimen?**

BioLumin-C Eye Serum is formulated as a targeted treatment, so clients should apply it after cleansing & exfoliating and before their moisturizer or eye creams, if needed.

### **How should my client use this product? Can it be used on the eyelid?**

One drop of BioLumin-C Eye Serum is enough for both eyes. Clients should dispense a drop onto their fingertip, then apply it to the under-eye area and orbital bone with a gentle upward motion. BioLumin-C Eye Serum is not designed for use on the eyelids.