



# *energize* puffy eyes

## **new** awaken peptide eye gel

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## introduction

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Whether caused by lack of sleep, allergies, aging or certain lifestyle factors, puffy, swollen or tired eyes can affect anyone. Allergies can cause inflammation around the eyes, while premature skin aging can lead to puffiness in the lower eyelids. Late nights, salty foods or too much time in the sun can also cause puffiness around the eye area. And though there are numerous reasons why we might have swollen undereyes, one thing is for sure – puffiness makes us look tired.

Dermalogica's new **Awaken Peptide Eye Gel** utilizes powerful firming peptides and plant-derived technology to reduce the appearance of puffiness and fine lines. This weightless, hydrating, depuffing eye gel firms and smooths skin texture for a more energized appearance.

# the science behind puffy eyes

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## causes of puffy or tired eyes

Have you ever had a client complain about puffy eyes? They probably ask questions such as: “How did this happen?” or “Why is it like this every morning?” and “What can I do to fix it?” These are common concerns among all clients as puffy eyes can affect anyone. Let’s learn more about what causes this skin condition.



*Figure 1 – Comparison of young and aged eye*

There are a plethora of intrinsic and extrinsic factors that cause puffy, swollen, or tired eyes. Here are some of the most common reasons behind puffy eyes.

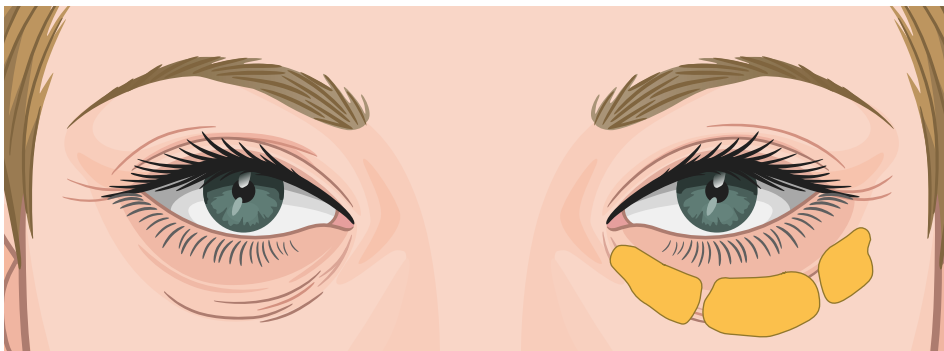
- **UV exposure:** sun exposure is one of the most detrimental environmental factors responsible for a range of skin conditions and concerns. The tissue surrounding our eyes is thin and sensitive and sun damage can cause wrinkles and fine lines often referred to as dehydration lines.
- **lack of sleep:** the accumulation of excess fluid in the tissue surrounding our upper eyelids, lower eyelids or both can cause morning puffiness. Since blinking is like exercise for your eyelids, lack of blinking during sleep is another reason we experience puffiness. This type of puffiness usually subsides within an hour after waking, as the lymphatic and circulatory systems kick in.
- **allergies:** natural eye irritants such as pollen and pet dander can produce itching, swelling, and redness in a matter of minutes, while an increase in histamine triggers fluid retention. Compounds used in home and office interiors may also trigger allergy-like responses.
- **diet:** salty foods that are high in sodium can make your body retain water. This type of excess fluid retention can result in puffiness, specifically in the thin skin around the eye area.
- **certain lifestyle factors:** habits like smoking cigarettes and alcohol consumption can cause puffy eyes. The nicotine in tobacco disrupts natural sleep patterns, which can cause fluids to collect beneath the eyes. Alcohol dehydrates the body, which in turn can cause swelling.
- **screen time:** constant eye strain, sometimes referred to as “computer face” is a common cause behind fine lines around the eyes. A long day of staring at the computer or other digital screens for prolonged amounts of time can trigger puffy eyes.
- **aging:** the skin and muscles surrounding the eyes tend to weaken with age. Fat helps support the eye area but over time, it begins to move into the lower lid, resulting in visible undereye bags. It is also very common to notice fluid retention and inflammation in the undereye area as we age.

## how to improve puffy eyes

When it comes to treating puffy, swollen or tired eyes, there are plenty of home remedies available: chilled cucumber slices, tea bags, increased water intake – some people even say to sleep with your head elevated. With so many tips and tricks for treating puffy eyes, it's easy to become overwhelmed. Thankfully we can turn to science and technology for better solutions.

### 5 skin solutions for reducing puffy eyes

**1. lymphatic drainage + fat breakdown:** improving lymphatic drainage removes built-up fluid, which visibly reduces the appearance of puffiness. Reducing fat pad formation will minimize the appearance of under eye bags. Ingredients like the blend of Palmitoyl Tetrapeptide-7, Diosmin and Forskolin can facilitate lymphatic drainage by the reduction of vasodilatation mediators involved in the capillary system and fat breakdown to minimize the appearance of puffy eyes. In addition, Diosmin, a flavonoid with antioxidant properties similar to Caffeine, can counteract the free radicals that sometimes worsen the appearance of swollen, tired or puffy eyes.



*Figure 2 – Illustration of fat pads*

- 2. barrier function:** as we age, our epidermis begins to thin, leaving our skin vulnerable. A compromised skin barrier function can lead to inflammation followed by edema and a puffy appearance. A highly effective eye product will include an ingredient that can help boost skin cell proliferation and contribute to increasing epidermal thickness. A stronger epidermis helps minimize the occurrence of edema while smoothing skin's texture. An example of this kind of ingredient is Voandzeia Subterranea Seed Extract, which helps stimulate cellular proliferation and epidermal thickness and improves skin's moisture barrier for smoother, more luminous skin.
- 3. energy + radiance:** cells get energy from Adenosine Triphosphate (ATP); think of it like cellular currency. Our skin cells will use up some of this energy and then need to replenish it. Succinic Acid is an ingredient quickly becoming notable as it can help to improve skin. This ingredient can stimulate the production of ATP that enables cells to replicate, stay healthy and energize tired skin resulting in radiant-looking skin with reduced fine lines and wrinkles.
- 4. soothe + calm skin:** inflammation is another cause of premature skin aging. Known as "inflammaging," this continuous, low-grade inflammation around the eye can cause fluid to build up, creating a puffy appearance. Decreasing the skin's inflammatory response will help to maintain skin health. The use of actives that can inhibit the synthesis of inflammatory molecules is an effective strategy to minimize puffy eyes. In this way, the blend of Rosemary Leaf Extract, Chrysin and a smoothing Peptide can calm and soothe the skin by minimizing IL-6 and IL-8 mediators.
- 5. hydration + resilience:** hydrated skin looks healthier and more well-rested, so it's important to stop transepidermal water loss (TEWL) and help improve skin's barrier function. Look for Jojoba Esters that have a high substantivity to our skin's natural oil. This active, which presents similar chemical structure as the skin, forms a film on the top layers of the skin that reduces water evaporation and helps to accelerate the recovery of a damaged skin barrier.

## professional treatment and homecare advice

Professional skin treatments can help to improve the appearance of the puffy, swollen or tired skin around the eyes.

**Pro Eye Flash** is a powerful treatment that helps tone, smooth and brighten the eye contour through intense stimulation and an infusion of botanical actives. Consider offering an add-on service of microcurrent muscle re-education to lift and firm facial muscles around the eyes and eyebrows. To optimize your professional results, follow up your treatment with a complete recommendation of home care products specific to your client's needs.

Don't forget technique when applying product to the delicate eye area. After recommending the perfect eye treatment solution, make sure to teach each client proper application technique. Show them how to dispense a small amount (about the size of a grain of rice) and distribute the product between both ring fingers. Then they should gently apply the product by tapping under the eye and around the orbital bone, moving from the outside corner in.



## awaken peptide eye gel at a glance

### what it is

A firming, hydrating eye gel that helps minimize the appearance of puffiness and fine lines.

### why your clients need it

Everyone can relate to having puffy, swollen or tired eyes. Lack of sleep, seasonal allergies and the natural movement of fatty tissue into the lower lid brought on by aging are just a few of the common causes of puffy eyes.

**Awaken Peptide Eye Gel** visibly minimizes the appearance of puffiness and fine lines while leaving skin smoother and more luminous.

### skin condition

All skin conditions.

### benefits

- **Reduces** the appearance of puffiness around the eye area
- **Minimizes** the appearance of fine lines and wrinkles
- Visibly **firms and smooths skin** texture

### application

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

### key ingredients

- **Palmitoyl Tetrapeptide, Diosmin** and **Forskolin** create a highly active blend of peptides that helps to reduce the appearance of puffy eyes.
- **Diosmin**, like caffeine's antioxidant properties can help minimize the appearance of puffiness around the eyes.
- **Rosemary Leaf Extract, Chrysin** a soothing **Peptide** are combined to create another highly active blend that soothes the skin, helping to reduce the appearance of puffy eyes.
- **Bioengineered Succinic Acid** is inspired by a beneficial bacterium discovered beneath a Swiss glacier; this active helps minimize the appearance of fine lines and wrinkles while supporting more radiant, healthy-looking skin.
- **Voandzeia Subterranea Seed Extract** derived from Bambara Pea minimizes the appearance of fine lines and wrinkles while leaving skin smoother and more luminous.
- **Joboba Ester** presents a very similar structure to skin's natural lipids. This provides greater substantivity to the skin, which promotes hydration, barrier recovery and overall skin resilience.



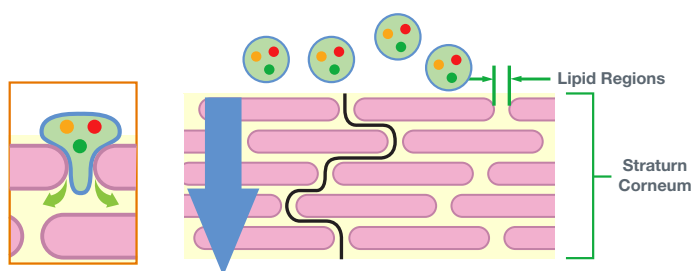
## behind the bottle: key ingredients

Given the range of skin conditions that can contribute to puffy eyes, it is important to incorporate certain key actives into your skin care regimen. Regular hydration and strengthening the skin's moisture barrier will help to promote smoother, more luminous, healthy-looking skin.

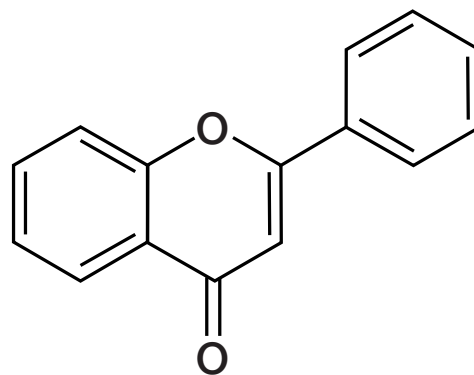
**Palmitoyl Tetrapeptide-7, Diosmin and Forskolin** – elastic capsules can penetrate the skin's layers, releasing potent actives. These capsules saturate the deeper stratum corneum layers, working to improve bioavailability and overall efficacy. This highly active blend helps to minimize the appearance of puffiness around the eye area.

**Diosmin** – this flavonoid has antioxidant properties like **Caffeine**, which can counteract the free radicals that can worsen the appearance of swollen, tired or puffy eyes.

**Rosemary Leaf Extract, Chrysin** a smoothing **Peptide** – this powerful blend features multitasking abilities that not only provide soothing benefits but can rehydrate the skin, improving resilience and radiance.



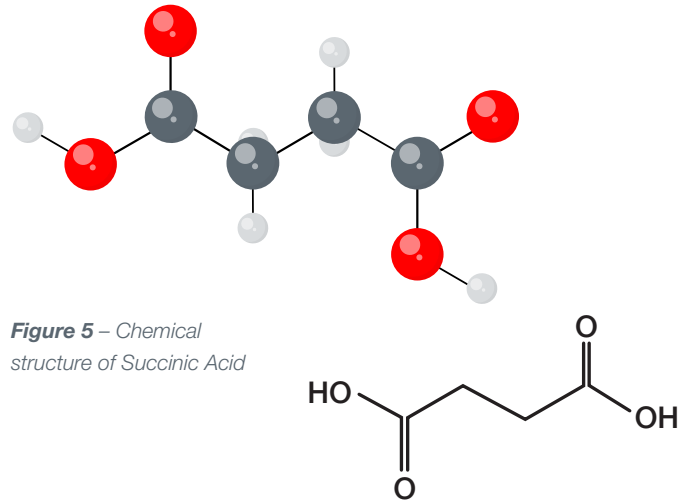
**Figure 3** – Palmitoyl Tetrapeptide-7, Forskolin, Diosmin encapsulated blend and the formable capsules that penetrate into the stratum corneum



**Figure 4** – General structure of a flavonoid, which acts as an antioxidant to neutralize free-radicals

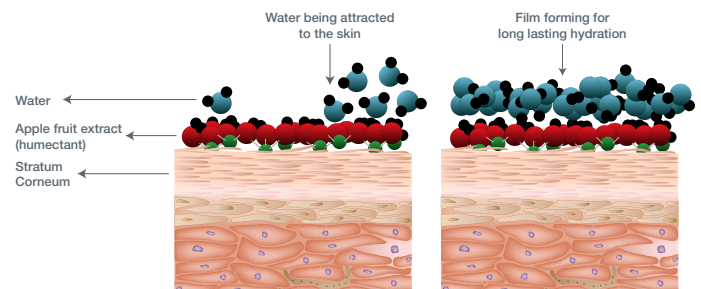
**Succinic Acid** – based on an extract of the bacteria *Iodobacter* ssp. found from the soil beneath a Swiss glacier and obtained via a biotechnology-derived process. This active supports a more radiant appearance and helps to minimize the appearance of skin tiredness demonstrated through fine lines and wrinkles.

**Voandzeia Subterranea Seed Extract** – derived from Bambara Pea, which is rich in protein and mineral salts, this extract leaves skin smoother and more luminous.



**Figure 5** – Chemical structure of Succinic Acid

**Apple Fruit Extract** – derived from apples with humectant properties, this naturally moisturizing saccharide complex attracts atmospheric water vapor and adsorbs it into the skin's surface. Additionally, this active creates a protective film that delivers long-lasting hydration to the skin's top layers.



**Figure 6** – Apple Fruit Extract attracting water from the atmosphere, forming a film on skin's top layers for long-lasting hydration

**Jojoba Ester** – presents a very similar structure to skin's natural lipids. This provides greater substantivity to the skin, forming a film, which promotes, barrier recovery and overall skin resilience.

**Caffeine** – contains flavonoids, known to have antioxidant properties that can help neutralize free radicals that can worsen eye bags.



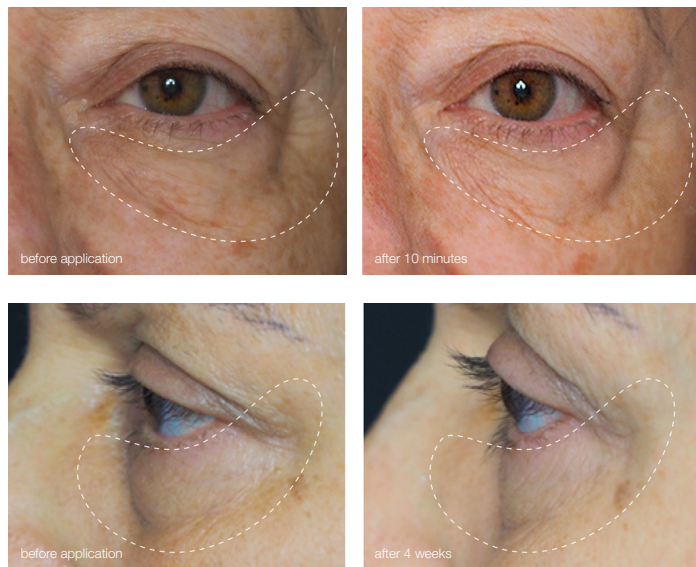
**Figure 7** – Chemical structure of Jojoba and skin oil's structural similarity



## *look more well-rested in 10 minutes*



**quickly reduces the appearance of puffiness and wrinkles,** while significantly diminishing their appearance over time



Independent clinical test, 32 subjects, 1 application/day for 8 weeks.  
Measurements at 10 minutes, 4 weeks, and 8 weeks.

# FAQs

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## **Can you layer Awaken Peptide Eye Gel with other Dermalogica products?**

Awaken Peptide Eye Gel can be integrated into any existing Dermalogica regimen. Simply switch out your current eye treatment for Awaken Peptide Eye Gel in the morning and continue with your existing regimen.

## **Can you layer an SPF on top for UV protection?**

Gently tap on a pea-sized amount around the eyes and wait for it to absorb, about 1 minute. Follow with a thin layer of Invisible Physical Defense SPF 30 by patting around the entire eye area, blending inward from the outer corner.

## **Can my clients wear this product with make-up?**

This fast-absorbing formula is easily paired with your favorite concealer. Gently apply a pea-sized amount, wait for it to absorb, then follow with a thin layer of concealer.

## **What makes this product different from Stress Positive Eye Lift?**

Stress Positive Eye Lift is a revitalizing eye gel-cream masque, best for weekly treatments. It employs an active, cooling gel-cream to hydrate and brighten the undereyes, reducing visible signs of stress like dark circles. Awaken Peptide Eye Gel is a daily treatment that helps to reduce the appearance of eye puffiness and fine lines, with further improvement over time.