

colorescience®  
KNOW BETTER SKIN™



TOTAL EYE® COLLECTION

Total eye rejuvenation? Totally.

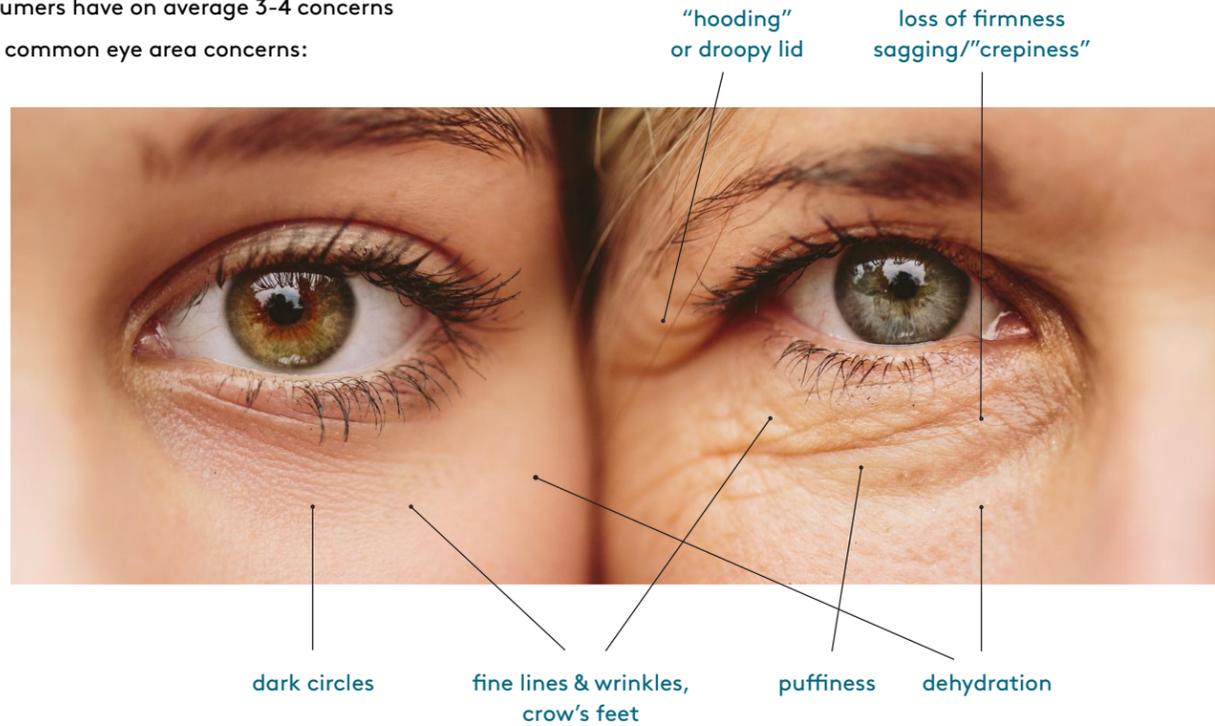
# Delicate eye area skin causes multiple eye concerns

## SKIN AROUND THE EYE AREA:

- Is on average **5X thinner** than the rest of the face
- Has many capillaries that can lead to puffiness when fluid builds up. As we age, capillaries become more fragile and break down causing discoloration and dark circles
- Has fewer sebaceous glands and fewer collagen and elastin fibers, making the eye area prone to sagging and wrinkling

## EYE CONCERNS ARE PERSASIVE

- Consumers have on average **3-4 concerns**
- Most common eye area concerns:



## Five powerhouse ingredients. One highly-effective complex. Total eye improvement.

Proprietary Total Eye® Complex is a clinically-proven ingredient blend that powers the comprehensive age-defying benefits of the Total Eye® collection of treatment products that addresses key eye concerns:



- ACTINEYES** ● A combination of sea water and marine microalgae that protects skin from impurities while addressing **skin laxity** and under-eye bags by helping support the health of collagen and increasing firmness of skin
- ALDAVINE™ 5X** ●● A powerful ingredient comprised of two polysaccharides that **minimizes puffiness** around the eyes and **helps reduce the appearance of dark circles**
- PHYTOMOIST** ● Containing plant-based hyaluronic acid and betaine, Phytomoist addresses **hydration and overall suppleness of skin** and **helps maintain water balance** over time. 4x more hydrating than hyaluronic acid
- BEAUTIFEYE™** ●● Composed of two plant extracts working synergistically to visibly reduce the appearance of **fine lines, wrinkles, and crow's feet**, and minimize the fold of the upper eyelid for a smoother appearance. Corrects discoloration to **fade the appearance of dark circles**
- SYN®-EYE** ●●● A powerful blend of peptides and vitamins shown to address under-eye bags, and the appearance of **dark circles, fine lines, wrinkles, and puffiness** in as little as 7 days

## TOTAL EYE® COLLECTION OFFERS IMMEDIATE AND LASTING IMPROVEMENT



### OPHTHALMOLOGIST AND SAFETY TESTED:

Total Eye® Complex was ophthalmology tested in both the Total Eye® 3-in-1 Renewal Therapy SPF 35 and the Total Eye® Firm & Repair Cream, as well as safety tested, and found to be:

- Safe for use around the eye area, including eyelids
- Safe for contact lens wearers
- Safe for sensitive eyes
- Safe to layer together

Aldavine™ 5X is a trademark of Lucas Meyer Cosmetics S.A.S. Beautifeye™ is a trademark of Sederma, Inc. SYN-EYE® is a registered trademark of DSM Nutritional Products.

# Total Eye® 3-in-1 Renewal Therapy SPF 35.

## The everyday essential for every eye concern under the sun.

Award-winning favorite, Total Eye® 3-in-1 Renewal Therapy SPF 35 is the eye treatment essential. Address every concern with the renewing power of proprietary Total Eye® Complex of ingredients while defending against further damage with all-mineral sun protection, and providing immediate color correction of dark circles and reducing puffiness.



Powered by the Total Eye® Complex of ingredients to address key eye concerns

Proven to provide long-term improvement in the appearance of dark circles, puffiness, lines and wrinkles, and skin firmness



### Immediate Color Correction

- Iron oxides provide immediate correction in four brightening shades + attenuates 83.3% of HEV (blue) light
- Cooling applicator helps reduce the appearance of puffiness



### Sun Protection

- All mineral Zinc Oxide & Titanium Dioxide provide SPF 35 UVA/UVB and environmental defense to prevent premature skin aging



Recommended by the Skin Cancer Foundation as an effective broad spectrum sunscreen

## Eye-opening results with Total Eye® 3-in-1 Renewal Therapy SPF 35



Unretouched photos compliments of: Subject 1: Quintessa Aesthetic Center; Subjects 2 and 3: Graystone Aesthetic Eye Center; Subject 4: The MedSpa at CAPS (Columbus Aesthetic & Plastic Surgery Center). Total Eye® 3-in-1 Renewal Therapy SPF 35 was tested on 90 patients in 17 centers, used alone twice daily for 4 weeks. Results may vary.

### IN A 4-WEEK MULTI-CENTER STUDY\*

IMMEDIATELY AFTER APPLICATION OF TOTAL EYE® 3-IN-1 RENEWAL THERAPY SPF 35

AFTER 4 WEEKS OF USING TOTAL EYE® 3-IN-1 RENEWAL THERAPY SPF 35

**95%** reported **improvement** in dark circles, puffiness, crow's feet, and skin firmness

**95%** reported their eyes looked **more rested and youthful**

**97%** reported their eyes looked and felt **more rejuvenated**

**0%** **No adverse events leading to discontinuation** were experienced through the duration of the study

\*Total Eye® 3-in-1 Renewal Therapy SPF 35 was tested on 90 patients in 17 centers, used alone twice daily for 4 weeks.



Total Eye® 3-in-1 Renewal Therapy SPF 35 has been featured in:

- + NEW BEAUTY
- + ALLURE
- + WOMEN'S HEALTH
- + GOOD MORNING AMERICA AND MORE...

# Total Eye® Firm & Repair Cream. Rich & powerful. Redefined.

Total Eye® Complex now available in a rich, balmy cream for enhanced hydration, increasing firmness of eyelids and under eye area, and smoothing lines and wrinkles, including crow's feet.



Powered by the Total Eye® Complex of ingredients to address key eye concerns

Proven to provide long-term improvement in the appearance of dark circles, puffiness, lines and wrinkles, and skin firmness



### Advanced Rejuvenation

- Supports firmer-looking skin
- Smooths the appearance of lines and wrinkles, including crow's feet



### Moisture-rich Hydration

- Immediate and lasting moisture soothes skin
- Deep hydration supports skin barrier health



### ADVANCED REJUVENATION

#### JANIASTIM™

A synthetically-cultivated calcified red seaweed (algae) extract containing a potent blend of minerals and nutrients to support skin firmness.

- + Supports the appearance of dermal density for a visual improvement in skin laxity
- + Helps to improve skin smoothness and reduce the appearance of crow's feet
- + Promotes healthy collagen and enhanced barrier integrity for total skin firming effect

#### CAFFEINE

- + Helps boost circulation and reduce puffiness so skin appears fresh and awakened
- + Helps to tighten and brighten the appearance of skin



### ENRICHED HYDRATION

A blend of powerful botanical humectants and emollients that provides intense hydration while supporting a healthy skin barrier to maintain moisturization.

**AQUACACTEEN** - Prickly pear cactus extract that is rich in antioxidants (flavonoids), polysaccharides, vitamins and minerals which help to soothe, hydrate and protect sensitive skin

**SQUALANE** - High-purity sugarcane-derived emollient helps reduce the appearance of wrinkles & fine lines while promoting skin brightness, moisturization and barrier health

**SEA BUCKTHORN FRUIT OIL** - A "superfood", powerful botanical humectant rich in vitamins and minerals which promotes skin hydration, elasticity, and skin soothing benefits

**MEADOWFOAM SEED OIL** - High molecular weight emollient with a 95% long-chain fatty acid profile offering rich, long-lasting moisture and high stability against oxidation and heat

**GLYCERIN** - Well-known humectant that draws in, retains, and balances moisture levels in skin. Helps support skin barrier health to improve the appearance of skin texture

Janiastim™ is a trademark of Barnet Products.

## IN AN 8-WEEK CLINICAL STUDY\* OF TWICE-DAILY USE OF TOTAL EYE® FIRM & REPAIR CREAM

**95%**

of subjects reported their eyes look and feel healthier

**91%**

of subjects felt more confident with the appearance of their eye area

**90%**

of subjects would recommend this product to others

**100%**

of subjects reported their eyes felt more hydrated, with 91% reporting improvement as early as week 4

**0%**

No adverse events leading to discontinuation were experienced through the duration of the study

\*Total Eye® Firm & Repair Cream was tested on 22 subjects, used alone twice-daily for 8 weeks.

“  
The best product I've ever used on my eyes.”

- CLINICAL STUDY SUBJECT



## Eye-opening results with Total Eye® Firm & Repair Cream

BASELINE (BARE SKIN)

AFTER 8 WEEKS (BARE SKIN)

FEMALE, AGE 49



FEMALE, AGE 62



FEMALE, AGE 54



MALE, AGE 44



**AFTER 8 WEEKS OF TWICE-DAILY USE:**

**82%**

of subjects who had concerns about firmness and laxity experienced improvement, including in the upper eyelids

**87%**

of subjects who had concerns about lines and wrinkles agreed they experienced improvement



## Total Eye® Concentrate and Hydrogel Treatment Masks

Hydrate and depuff for more radiant, refreshed eyes.

**TOTAL EYE® CONCENTRATE:** Potent depuffing and dark circle reduction in a lightweight hydrating serum



Powered by the Total Eye® Complex of ingredients to address key eye concerns

Proven to provide long-term improvement in the appearance of dark circles, puffiness, lines and wrinkles, and skin firmness

**PLUS higher concentrations for targeted treatment:**



**3 times more** Aldavine™ 5X to target dark circles



**5 times more** Phytomoist for deep hydration

**TOTAL EYE® HYDROGEL TREATMENT MASKS:** Immediately boost hydration and help reduce the appearance of dark circles and puffiness.

Infused with efficacious levels of ingredients from Total Eye® Complex:



Aldavine™ 5X



Phytomoist



Two refreshing options to soothe and depuff



### SEE THE DIFFERENCE

BEFORE (BARE SKIN)



AFTER APPLICATION OF TOTAL EYE® CONCENTRATE + TOTAL EYE® HYDROGEL TREATMENT MASKS



IMMEDIATELY AFTER TOTAL EYE® 3-IN-1 RENEWAL THERAPY SPF 35



Unretouched photos compliments of Pearl Dermatology, Houston, TX



Unretouched photos compliments of Dermacare, San Diego, CA

# Custom-eyes a comprehensive regimen.

FORMULAS & TEXTURES FOR EVERY EYE CONCERN & PREFERENCE



	3-IN-1 RENEWAL THERAPY SPF 35	FIRM & REPAIR CREAM	CONCENTRATE	HYDROGEL TREATMENT MASKS
<b>USAGE:</b>	DAILY, EVERY AM	TWICE-DAILY AM & PM	AM & PM AS DESIRED	1-2 TIMES PER WEEK
<b>BEST FOR:</b>	<b>LONG-TERM IMPROVEMENT OF EYE CONCERNS</b> Dark circles, puffiness, skin laxity, fine lines, wrinkles, dehydration			Immediate relief of key eye concerns
	<b>PLUS TARGETED BENEFITS:</b> - SPF 35 / PA+++ - HEV defense and brightening - Immediately concealing dark circles - Fine lines and wrinkles	<b>PLUS TARGETED BENEFITS:</b> - Firming loose/sagging skin - Crow's feet - Lasting, emollient moisture - Intense hydration to aid skin barrier health	<b>PLUS TARGETED BENEFITS:</b> - Dark circles - Puffiness - Lightweight hydration	- Dark circle relief - Boost of hydration - Cooling depuffing
<b>TEXTURE:</b>	LIGHTWEIGHT CREAM	ULTRA RICH CREAM	WEIGHTLESS FLUID SERUM	HYDROGEL MASKS
<b>POWERED BY</b>	<b>TOTAL EYE® COMPLEX</b> Actineyes, Aldavine™ 5X, Phytomoist, Beautifeye™, SYN®-EYE			Proven efficacious levels of: - Aldavine™ 5X - Phytomoist
<b>BOOSTED WITH</b>	- Zinc Oxide (6.7%) - Titanium Dioxide (7.9%) - Iron Oxides	-Janiastim™ -Aquacacteen -Squalane -Seabuckthorn fruit oil -Meadowfoam seed oil -Glycerin -Caffeine	Higher % concentrations: - 3 times the amount of Aldavine™ 5X - 5x the amount of Phytomoist	

## TOTAL EYE® LAYERING RECOMMENDATIONS

CHOOSE 2 PRODUCTS CONTAINING THE COMPLETE TOTAL EYE® COMPLEX:



- Use Total Eye® 3-in-1 Renewal Therapy SPF 35 every AM
- Apply it over the Firm & Repair Cream OR the Concentrate



- Use the Concentrate followed by the Firm & Repair Cream



- Apply Concentrate. While skin is damp, immediately apply Hydrogel Treatment Masks
- After removing masks, apply Firm & Repair Cream or 3-in-1 Renewal Therapy SPF 35

Total Eye® Complex was ophthalmology tested in both the Total Eye® 3-in-1 Renewal Therapy SPF 35 and the Total Eye® Firm & Repair Cream, as well as safety tested, and found to be:

- Safe for use around the eye area, including eyelids
- Safe for contact lens wearers
- Safe for sensitive eyes
- Safe to layer together

## Product application instructions:

### 3-IN-1 RENEWAL THERAPY SPF 35

APPLY EVERY AM TO PROTECT AND IMMEDIATELY CORRECT

- Dispense half a pump to the applicator tip and dot around both eyes
- Smooth product over the entire orbital area ensuring even coverage from under eye to brow, including eyelids
- Blend with fingertips for a seamless finish



### FIRM & REPAIR CREAM

APPLY TWICE DAILY AM AND PM

- Dispense half a pump to a ring finger
- Dot around both eyes and tap gently around entire orbital area, including eyelids and above brow
- Add Total Eye® 3-in-1 Renewal Therapy SPF 35 in the AM for daily sun protection



### CONCENTRATE

APPLY AM AND PM AS DESIRED

- Remove makeup, cleanse, and dry skin
- Shake lightly before use to activate
- Glide the rollerball along the upper and lower contours from inner to outer corner. Repeat until area is well saturated
- Use fingertips to gently pat into skin



### HYDROGEL TREATMENT MASKS

USE 1-2 TIMES PER WEEK

- Apply eye masks to undereye area starting from inner corner with the narrow end and extending to the outer eye area with the wider end of the mask, making sure to leave some space below the lash line
- Leave on for at least 10 minutes





## Total Eye® Rejuvenation? Totally.

- Patented Total Eye® Complex visibly improves the appearance of key eye area concerns
- Clinically-proven efficacy
- Dermatologist tested
- Ophthalmologist tested. Safe for use around the eye area, including eyelids. Safe for contact lens wearers. Safe for sensitive eyes. Safe to layer together.
- Complementary options to customize a day and night regimen

colorescience®

**LASTING  
BEAUTY  
REWARDS**

With the Colorescience Lasting Beauty® Rewards program, you will earn Lasting Beauty points redeemable for products, rewards, and unique experiences.