

Antiaging Eye Treatments

Skincare pros share their methods for keeping peepers peppy.

By Sarah Carrillo

How does your spa treat aging issues that affect the periorbital region?

Stacey Edmundson, spa team lead, Neroli Salon & Spa in Milwaukee: Our Eye Renewing Treatment (15 min./\$20) complements all our facials. We employ a unique lifting and rolling massage technique that helps increase blood circulation to the eye region, and then we focus on smoothing the area. We also work with contrasting temperatures to increase circulation.

Amanda Wells, spa director, The Setai Spa in New York City: We offer a Collagen Eye Treatment (15 min./\$30) that can be an add-on to any facial. The treatment starts with exfoliation using a papaya mask and then collagen pads are placed under the eyes.

Next, an eye-area massage helps with lymphatic drainage, and a treatment gel is applied.

Michi Lasher, lead esthetician, The Spa Loft in Woodland Hills, California: I incorporate eye treatments into every facial, as I think they're so important. We have a special eye mask add-on called Bright Eyes (15 min./\$25), which helps boost the circulation and addresses puffiness, sallowness, fine lines and wrinkles.

Why do you feel it's important to treat the eye area on a regular basis?

Lasher: The condition of the delicate eye area is prone to frequent changes, depending on the client's diet, amount of water they drink, any allergies they may

The Eyes Have It



Aveda Green Science Firming Eye Creme Lady's thistle, organic argan oil and cactus work to moisturize the eye area and smooth fine lines. **800.644.4831, aveda.com**

ilike Organic Skin Care Age Defense Bioflavonoid Eye Cream Vitamin- and mineral-rich fruits and herbs improve circulation in the eye region and stimulate collagen production. **888.290.6238, szepelet.com**

G.M. Collin Instant Radiance Anti-Aging Eye Patch A hydrogel-based formula revitalizes the eyes by addressing puffiness, fatigue and fine lines. **800.341.1531, gmcollin.com**

Éminence Lavender Age Corrective Night Eye Cream An argan stem cell complex joins forces with lavender and evening primrose oil to moisturize, soothe and soften the skin. **888.747.6342, eminenceorganics.com**

Sothys USA Anti-Puffiness Energizing Roll-On A roll-on applicator delivers a cooling lupine seed-infused formula that decongests skin and reduces puffiness. **800.325.0503, sothys-usa.com**

have and even their mood. And because the eyes are the first thing people notice, they need to look perfect.

Wells: The eye area is where fine lines begin to show. Even if the rest of your skin looks great, puffy eyes and dark under-eye circles will age your appearance.

What ingredients or products do you turn to when treating the eye area?

Wells: I'm a fan of HydroPeptide's Eye Authority: Dark Circles, Puffiness, Fine Lines. The peptide-infused formula works to stabilize the blood vessels and reduce the appearance of dark circles.

Lasher: I love using peptides to boost elasticity in the eye area, and collagen and hyaluronic acid to instantly plump the skin. For cell regeneration, I reach for products containing retinol and fruit enzymes. They're both gentle enough for the delicate eye area. Retinol can be overly drying, however, so for skin that's sensitive to it, enzymes are a great option.

Edmundson: Aveda's Green Science Firming Eye Creme contains buckwheat wax, which helps reduce

puffiness and the appearance of under-eye circles. It also includes organic cactus and argan oil, which moisturize and smooth fine lines. Cactus is known to help stimulate collagen production.

What type of home care do you recommend to clients?

Lasher: When it comes to the eyes, clients really need to use products containing peptides and hyaluronic acid on a daily basis.

Edmundson: If a client is concerned about moisture retention and fine line formation, we recommend a firming eye cream in the morning and at night. For guests worried about developing deeper lines, we steer them toward a more targeted treatment such as Aveda's Green Science Line Minimizer. It features soybean protein and peptides, which help reduce the appearance of crow's feet and wrinkles.

Wells: Some clients like to supplement their eye treatments with at-home remedies based on household ingredients. I recommend that they steep two chamomile tea bags, then cool and place them over the eyes

The Eyes Have It (continued)



FarmHouse Fresh Crow Catcher Eye Perfecting Serum A cocktail of bio-peptides, seaweed and algae actives reduces the appearance of fine lines, wrinkles and puffiness. **888.773.9626, farmhousefreshgoods.com**

Naturopathica Argan & Peptide Wrinkle Repair Eye Cream Argan plant stem cells, Matrixyl and peptides target puffiness and dark circles. **800.669.7618, naturopathica.com**

Yon-Ka Paris Alpha-Contour Fatigued peepers get a wake-up call with this rosemary-infused treatment that smooths fine lines and refreshes the eyes. **800.533.6276, yonkausa.com**

HydroPeptide Uplift Eye Gentle Firming Gel Peptides, glutathione and hyaluronic acid lift, tighten and smooth wrinkles and lines. **800.932.9873, hydropeptide.com**

iS Clinical Youth Eye Complex This protein-packed formula helps strengthen the dermal structure and regenerate the skin. **888.807.4447, isclinical.com**

Pevonia Lumafirm Lift & Glow Eye Contour A proprietary complex lifts and firms the eyes and improves skin texture. **800.PEVONIA, pevoniapro.com**

to reduce puffiness. I also advise clients to use a silk pillowcase, as it reduces sleep lines on the cheek and around the eyes. Diet also plays a significant role: avocados are very high in skin-friendly vitamin E, while fresh berries are packed with antioxidants, which help fight free radicals.

What are some common misconceptions about eye products and treatments?

Edmundson: Many clients don't believe eye treatments are beneficial in the long term, and they think eye products are only designed to counteract wrinkles. So clients concerned with puffy eyes or dark circles often don't realize that effective solutions are now available.

Lasher: Clients who experience puffiness around the eyes may think they need numerous treatments to fix the problem, when in reality that puffiness might be a result of a buildup of fluid caused by allergies. Dark circles may also be related to allergies—although they can be hereditary. Allergies can cause clients to have bloodshot eyes as well. In all these cases, the solution

is to boost blood flow and remove that fluid buildup by using lymphatic drainage massage or an eye cream containing caffeine.

Do you feel that the eye area tends to be neglected or overlooked?

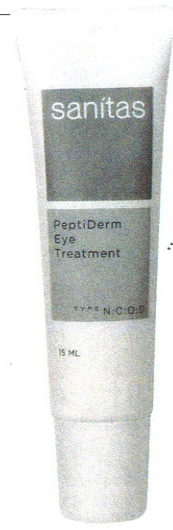
Wells: I think some clients overlook eye creams because they come in smaller packages and tend to fall at the higher end of the price scale. However, clients need to know that these products are specially formulated to treat the delicate skin around the eye area and are designed to deliver results based on an effective cost-per-volume formula.

How do you market your eye-area services?

Wells: We host mini-treatment events, which enable clients to learn about—and experience—the service and see the results for themselves.

Edmundson: The marketing starts in the treatment room, where we discuss the product and service with the client. We also offer reward cards, which give guests a complimentary eye treatment with a facial.

The Eyes Have It (continued)



M'lis Eye Serum
All-natural extracts and proteins help strengthen the connective tissues, reduce inflammation and puffiness and protect against UV damage.
800.548.0569,
miscoompany.com

GlyMed Plus Eye Calm Combining botanicals and antioxidants, this nourishing formula helps heal the delicate skin surrounding the eyes.
800.676.9667,
glymedplus.com

Rose Skin Care Intensive Eye Therapy Apple stem cells extract, hyaluronic acid, soy peptides and a hexapeptide complex target the eye area and dark circles.
800.203.2889,
roseskincares.com

BiON Youthful Eyes Peptide Cream Soy rice peptides increase collagen and elastin synthesis, reducing signs of aging.
877.715.2466,
bion-research.com

SAIAN Saphir Active Renewal Serum Containing hyaluronic acid, seaweed extract and six active peptides, this formula addresses wrinkles, crow's feet and laugh lines while preventing further damage.
800.291.1130,
saiant.net

Sanitas PeptiDerm Eye Treatment High concentrations of peptides and nutrients treat the delicate eye area and support collagen production at the cellular level.
888.855.8425,
sanitas-skincare.com