

REVERSE-CHRONOLOGICAL ATTACK ON PUFFINESS - DARK CIRCLES - WRINKLES

MEDICAL INSPIRATION: INJECTIONS TO REJUVENATE THE EYES

VIE Collection targets aging of the eye contour with **CHRONO EYES Puffiness - Dark Circles - Wrinkle Cream**.

The eye contour, along with the lip contour, is the most fragile area of the face and needs special care to erase dark circles and puffiness and delay the appearance of fine lines and wrinkles. The skin around the eyes is particularly thin and fragile and fine lines quickly appear, due to the natural process of blinking and muscle contractions during facial expressions. Decreased microcirculation leads to poor drainage in the eye area and the first signs of fatigue, such as dark circles and puffiness, begin to appear.

Today, 74% of 46 to 64-year-olds* consider correction of the eye contour area a priority and eye-rejuvenation has become a top request in beauty salons and spas.

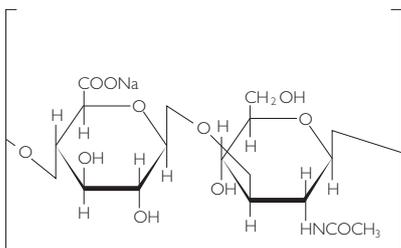
VIE Collection draws its inspiration from the eye-rejuvenating Botox® and hyaluronic acid injections carried out in esthetic doctors' offices with CHRONO EYES Puffiness - Dark Circles - Wrinkle Cream: A reverse-chronological attack against the signs of aging and fatigue:

- Smoothed wrinkles
- Reduced puffiness and dark circles
- Revived eyes

*Source: "Face Value" survey conducted in 2012 by Merz Aesthetics Laboratory with 4,007 people aged from 18 to 64 years in France, Germany, the UK, Spain, Italy and Russia.

THE MOST POWERFUL COSMECEUTICAL INGREDIENTS

I / ENCAPSULATED HIGH MOLECULAR WEIGHT HYALURONIC ACID



Hyaluronic acid, a natural component of the extracellular matrix, plays a key role in the structure and organization of the dermis. It helps maintain an optimum level of hydration by trapping water in the deeper layers of the skin, like a sponge. It also helps strengthen skin cohesion and increase firmness.

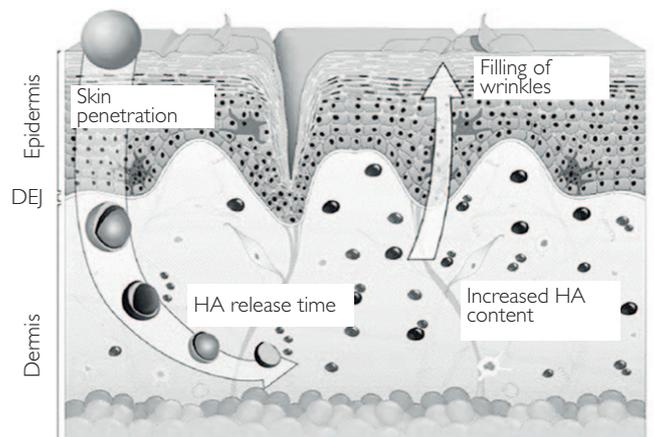
Over time, the amount of hyaluronic acid present in the body decreases by half. The skin becomes dehydrated, thinner and begins to slacken.

Hyaluronic acid is therefore an essential ingredient in the fight against skin aging.

High molecular weight hyaluronic acid is encapsulated in spherulites, multi-lamellar microvesicles with an onion-like layered structure and acts both in the epidermis and dermis.

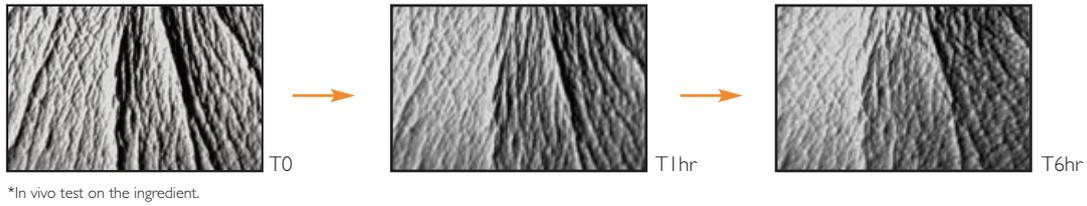
The spherulites maximize skin penetration and enable the hyaluronic acid to reach the dermis. The different layers of the spherulite gradually open for controlled release of the ingredients and a lasting effect.

The hyaluronic acid swells on contact with water in the dermis to add volume to hollow areas and fill deep wrinkles.



Anti-deep wrinkle effectiveness:

After 1 hour, wrinkles are smoothed*:



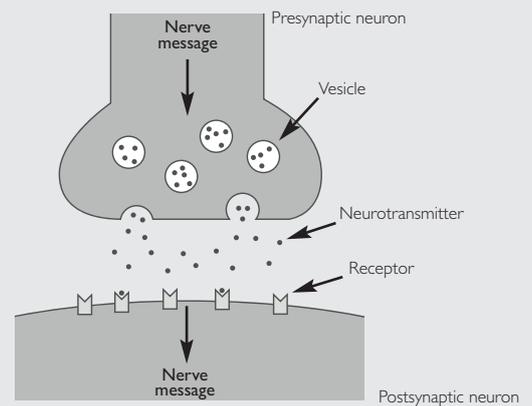
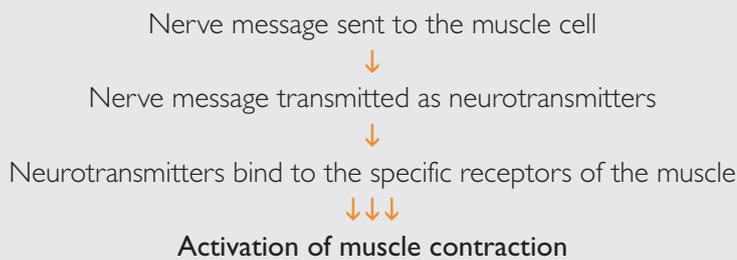
RESULTS:

Deep wrinkles in the eye area are plumped up and filled.

2/ BOTOX-LIKE PEPTIDE

This biomimetic peptide draws its inspiration from Botox® injections to minimize muscle contraction and relax expression lines.

Muscle cells are stimulated when they receive a signal via the release of neurotransmitters in the synaptic cleft. The neurotransmitters bind to specific muscle receptors, activating muscle contraction.



The release of neurotransmitters is ensured by a complex called SNARE, mainly composed of three proteins: VAMP, SNAP-25 and STNX.

Anti-expression line effectiveness:

The Botox®-like peptide has an amino acid sequence similar to that of the SNAP-25 protein. By displacing the SNAP-25 protein, the peptide deactivates the SNARE complex and prevents muscle contraction.



RESULTS:

The muscles are more relaxed, frown lines and crow's feet are relaxed.

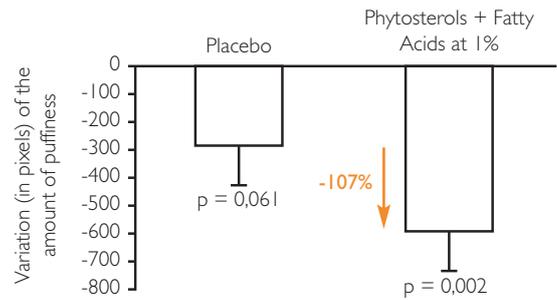
3/ PHYTOSTEROLS + FATTY ACIDS

Bags under the eyes are caused by the accumulation of fat under the skin of the lower eyelid. The Phytosterols + Fatty Acids duo stimulates the elimination of fat deposits that cause under-eye puffiness.

Anti-puffiness effectiveness*:

-Reduction in the amount of puffiness: - **107%** (compared to the placebo)

*In-vivo test on the ingredient.

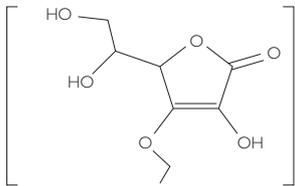


RESULTS:

The amount of puffiness is reduced.

4/ VITAMIN C + VITAMIN B3

VITAMIN C

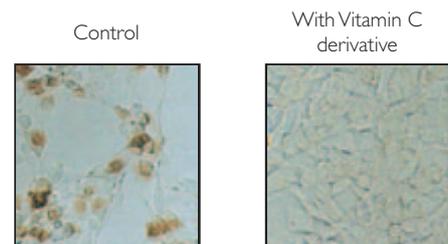


A rare and ultra-stable derivative of vitamin C known for its inhibitory effect on melanin synthesis.

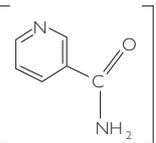
Anti-dark circle effectiveness:

-Inhibits tyrosinase, the key enzyme responsible for melanin production
-Inhibits the accumulation of melanin in the cells*

*In-vivo test on the ingredient.



VITAMIN B3



Vitamin B3, also known as vitamin PP (pellagra-preventive) is a water-soluble vitamin partly synthesized but largely unstored by the body. It is recognized for its anti-aging properties, notably on the skin's microcirculation.

Anti-dark circle effectiveness:

-Stimulates the skin's microcirculation by increasing blood flow
-Brings radiance to the skin

RESULTS:

Dark circles fade and their appearance is reduced.

REVERSE-CHRONOLOGICAL ACTION ON THE EYES: SIGNS OF AGING AND FATIGUE

PUFFINESS - DARK CIRCLES - WRINKLES⁽¹⁾

IN 1 MINUTE

Eyes are fresher: **88%**

Eye area is smoothed and revived: **84%**

IN 1 WEEK

Dark circles are less visible: **92%**

Puffiness has faded: **83%**

IN 1 MONTH

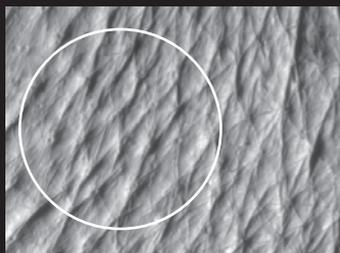
Eyes are younger-looking: **96%**

Wrinkles are smoothed, less numerous: **92%**

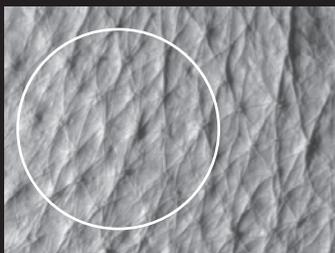
⁽¹⁾ Satisfaction test, twice daily application on 24 women for 29 days.

ANTI-WRINKLE EFFECTIVENESS IN 1 MONTH

Decrease in the total surface area of the wrinkles: - 19%⁽¹⁾



Volunteer No. 13 at D0



Volunteer No. 13 at D29

Smoother skin: + 51%⁽²⁾



Volunteer No. 4 at D0



Volunteer No. 4 at D29

⁽¹⁾ Measurement of the anti-wrinkle and smoothing effect by analysis of skin replicas and ex vivo measurements of the parameters of the skin relief and microrelief with the Skin Image Analyzer® (SIA®) and QuantiRides® software. Average value. Illustration of one of the best results. ⁽²⁾ Clinical scoring. Macro photos of the crow's feet using VISIA®.

SPECIAL EYE CONTOUR FORMULA

SECOND SKIN CREAM

A delicate and comfortable cream, CHRONO EYES is enriched with moisturizing and nourishing ingredients. It has an ultra-soft, slightly pearlescent finish and gives an immediate sparkle to the eyes.

HIGH TOLERANCE

Formulated without fragrance and tested under ophthalmological supervision, CHRONO EYES is suitable for sensitive eyes and contact lens wearers.

REFERENCES

Retail size: 15 ml airless bottle - 700236
Tester: 15 ml airless bottle - 700236T
Professional: 50 ml tube - 700237
Samples: 10 x 3 ml tube - 700238



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