



pure beauty® Under Eye Serum

Pure beauty Under Eye Serum Contains advanced formula with Peptides that helps prevent the look of dark circles under eyes and quickly helps brighten the area around them. This formula also works on visibly reducing Puffiness and lifting and firming the under eye area, thanks to the Peptide that works on the regeneration of collagen in skin, leading to the reduction of the appearance of wrinkles and facial fine lines.

The serum formula ensures rapid skin penetration that means faster result.

Active Ingredients

1 MATRIXYL (PALMITOYL OLIGOPEPTIDE)

Matrixyl is an anti-aging formula that claims to work in a different way than most other skin creams on the market.

Other anti-aging skin creams offer a “short-term” fix for aging skin: they freeze your skin in place and minimize the production of wrinkles. They work in a similar way to Botox but are significantly less effective.

Matrixyl, on the other hand, promises to be a long term fix for aging skin. It boost collagen production and stimulate skin repair.

2 HALOXYL (PALMITOYL TETRAPEPTIDE-7)

Haloxyl is one of the world's most popular anti-aging treatments. While it is a widely-used ingredient, it does more than just lightening areas and fading the look of dark circles. Numerous studies have shown its effectiveness for reducing the appearance of lines and wrinkles all over the face.

While you already know that this ingredient fights the signs of aging, you may want to know what exactly it does. Haloxyl is most often used in under eye creams. As we age, the under eye area is one of the first places that begins to sag, wrinkle and look dark and dull. One of the main benefits is to help reduce the appearance of under-eye darkness.

This darkness can be caused by broken capillaries. Thinning skin can also make under the eye appear darker than it really is. Using a concealer that reflects light with pigments is a great way to combat the effects of thin areas. Because the skin under the eye is so delicate, as it begins to thin, it will become more susceptible to wrinkling and creasing. Haloxyl encourages the eye area to return to its normal, healthy youthful appearance. Haloxyl is a dual-action ingredient for under-eye concerns.

3 EYELISS (DIPEPTIDE-2)

Eyeliss™ is an ingredient manufactured in France that targets puffiness and under eye bags. It contains three ingredients – a plant-based extract that helps reduce puffiness by reducing fluid buildup beneath the eyes, teamed with two natural peptides that go to work combating dark circles while boosting skin's elasticity, both of which help reduce fine lines and wrinkles, creating a more youthful look.



Eyeliss™ also helps reduce dark circles beneath the eyes by strengthening the capillaries there, since dark circles are often the result of leaking blood vessels, which lose blood that then pools beneath the eyes, causing not only dark circles, but also extra puffiness.

The trio of powerful ingredients also works in synergy to support circulation beneath the eyes, bringing more oxygen to the skin cells there, resulting in improved texture.

Because it is packed with the antioxidants, Eyeliss™ also helps fight free radicals, which are especially damaging to the skin beneath the eyes. With the loss of collagen and elastin, wrinkles and fine lines can become more prominent, but Eyeliss™ helps support the elasticity of the skin beneath and around the eyes by maintaining collagen and elastin and encouraging new production, helping to keep fine lines and wrinkles at bay.

Ingredients: Aqua, Glycerin, C12-15 Alkyl Benzoate, Sorbitan Stearate, Glyceryl Stearate, PEG-100 Stearate, Polysorbate 60, Dicapryl Phosphate, Titanium Dioxide, Dimethicone, Parfum (Fragrance), Steareth-20, Palmitoyl Oligopeptide, Dipeptide-2, Palmitoyl Tetrapeptide-7, Carbomer, Triethanolamine, Phenoxyethanol, Potassium Sorbate, Disodium EDTA.



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