

The area around the eyes is one of the first areas to show the signs of age, and is the first to reflect



the signs of fatigue, lack of sleep, stress, poor diet, too much alcohol intake.

It is an extremely thin skin area, with an average thickness of between 300 and 800 microns.

By having a much thinner thickness, it also has much lower dermal level number of collagen and elastin fibers, making it a highly elastic region and

more prone to any kind of acid mantle or epidermal barrier functions imbalance. It is potentially much more sensitive than any other facial or body area.

There are 22 periorbital muscles in the eye contour that are in constant motion due to flicker, gesturing and movements of accommodation and visual approach. Its effect ends up causing repeated the dreaded wrinkles or "crow's feet".

Moreover, as the rest of the face, fat orbital lobes are contained in place by a thin membrane muscle-



cutaneous called "septum", which normally maintains the position of these fat pockets, but over the years the "septum" is devitalized and relax, appearing the "bags" effect. The orbicular zone can also be affected by dark circles, an excessive skin

pigmentation in the area of the lower lid, due to an excessive melanin production (eye area is more exposed to solar aggressions than other body skin parts) or by capillaries dilation in the area.

Cosmetics for this area must possess a rapid penetration capability and rich moisturizing and nutrition factors for the special needs of this skin area.

The active ingredients contained on it act on the main skin problems. The result is an important premature aging prevention, making the skin to look smoother, firmer and hydrated.

ACTIVE INGREDIENTS

HONEY EXTRACT: Honey is rich in sugars such as glucose and fructose. These sugars are hygroscopic: they have a great capacity to absorb and retain water. That is why honey is a good moisturizing agent.

Honey also contains α -hydroxy acids (AHA) in its composition. These active ingredients promote keratinization and normal scaling.

It is also a great antioxidant, due to its composition in phenolic compounds, ascorbic acid and the enzymes glucose oxidase, catalase and peroxidase; and it is a potent anti-inflammatory:

- Reduces edema
- Reduces pain
- Reduces keloids and scars

Honey decreases the number of leukocytes associated with inflammation. Inhibits the production of reactive oxygen intermediates (IRO) thanks to its antioxidant activity. Honey suppresses the inflammatory process since the antioxidants present in its composition sequester free radicals.

To the above properties, we must add, its ability to stimulate the immune system: Studies have shown that honey has a stimulating effect on the immune system. Specifically, honey stimulates the mitogenesis of β and T lymphocytes and activates neutrophils. In addition, honey constitutes a source of glucose essential for the respiratory metabolism of phagocytes. This stimulation of the immune system reinforces the antimicrobial activity of honey (Molan, P.C., 2001).

PURE ARGAN OIL

Ecocert Certificate, extracted from the Argan tree kernel fruit (*Argania Spinosa*) using only mechanical cold pressure, being therefore a pure active ingredient, ecological cosmetic, chemical-free and deodorized.

Argan oil is made up to 80% of essential fatty acids:

- **50% linoleic acid, 15% alpha-linolenic acid, 12% oleic acid:** Biological precursors of intracellular hormones such as prostaglandins (key regulators of different cellular systems, including all membranous exchanges). They stimulate intracellular oxygenation, improving the restoration of the hydro-lipidic film increasing the nutrient content of skin cells and ensuring the necessary skin moisture.

- **1% Arachidonic acid**
- **3% Linolenic acid**
- **5% Tocopherols (Vitamin E).**
- **Ferulic acid**
- **Phytosterols**
- **Squalene and Lupeol**
-

All these elements give it high antioxidants, anti-inflammatory, re-structuring, regenerating and anti-aging properties. Restores skin and protects it from oxidation caused by free radicals.

Mechanism of action:

Polyunsaturated fatty acids decrease with age causing



the

skin to become dry and to lose elasticity. These two causes are the major trigger of wrinkles.

Argan oil is composed by 80% of fatty acids, of which 8 are essential fatty acids, which cannot be synthesized by our body itself, including omega-6 fatty acid.

Omega 6 fatty is a polyunsaturated fatty acid (linoleic acid) found in high proportions in argan oil. The skin uses it as a nutrient, reconstituting the hydrolipid layer, increasing hydration and reducing the appearance of wrinkles. Essential fatty acids fight dryness and lack in elasticity by stimulating intracellular oxygenation, and improving the restoration of the hydrolipidic film by increasing the nutrient content of skin cells. The skin gains flexibility, hydration and firmness, becoming stronger and younger.

All these components, gives Argan Oil high **antioxidant, anti-inflammatory, re-structuring, regenerating** and **anti-aging properties**. It restores the skin and protects it from free radicals induced oxidation.

CAVIAR EXTRACT:

Obtained from fish roe (caviar and Cyclopterus Lumpus), it is enriched with glycosaminoglycans (Chondritin Sulfate and Hyaluronic Acid) and Glycogen, both of marine origin. Caviar eggs are characterized by a unique energizing capital thanks to whereby the development of a new individual will take place.



CAVIAR LUX Eye contour gel

This extract has been developed based on this wealth of nutrients and essential elements of extraordinary power, essential for cell regeneration and skin care, bringing efficiency, luxury and sophistication. Caviar is a rich source of energy. It contains about 250 calories per 100 gr. Its protein content is high; almost 25 gr. per 100 gr. of caviar. It also has a

high content of vitamins A and D, amino acids and minerals.

Proteins are composed of amino acid chains. Some play a structural role, forming part of the cells and tissues and others have a functional role, accelerating chemical reactions, such as energy reserve substances, etc.

- ✓ Threonine: participates in the collagen and elastin synthesis.
- ✓ Leucine: helps speed wound healing.
- ✓ Lysine: collaborates in cell repair and metabolism of fatty acids that form part of the skin. It also assists in the synthesis of collagen.
- ✓ Serine: natural moisturizing agent. It is present in the skin metabolism, promoting cell renewal.
- ✓ Arginine: Powers collagen synthesis and hence cell renewal.
- ✓ Alanine: is used as an energy source under stress.
- ✓ Glutamic acid: Important immediate metabolic element. It acts as metabolic fuel.
- ✓ Aspartic Acid: Increases the absorption and utilization of some important skin minerals, as calcium, magnesium, zinc and potassium.

Calcium strengthens cell membranes, and certain essential active enzymes in the skin metabolism.

Magnesium is an essential mineral for human nutrition. Essential for the proper absorption of calcium and Vitamin C. It is a great moisturizer.

- ✓ Phosphorus: plays a key role in all energy transfer processes, as in cellular metabolism.
- ✓ Sodium: allows nutrients to penetrate cell membranes and toxic ones to leave.
- ✓ Selenium: It has an antioxidant action together with vitamin E. Both protect cell membranes against damage caused by oxidation (by neutralizing free radicals), which prevent or at least slow the tissues aging process.
- ✓

Amino acids, which are homologous to the ones in the epidermis and dermis, are similar to the constituents of skin moisturizing substances. They are essential for the reconstruction of Natural Moisturizing Factor (NMF). With this active ingredient we help to increase skin hydration by providing elements that will strengthen the composition of NMF, responsible for the uptake of water in the epidermal layer. It can be considered an anti-stress active by providing elements necessary for the repair, protection and regeneration of the skin. It contains a powerful combination of Glycogen and glycosaminoglycans (Chondroitin Sulfate and Hyaluronic Acid) of marine origin.

Glycosaminoglycans

Skin Glycosaminoglycans loss, weakens the support function of the dermis intracellular matrix, resulting in a flaccid skin. Especially hyaluronic acid, GAGs provide an extraordinary hydration to the upper layers of the skin.

Glycogen is the main source of energy for the skin cells. It is present in all repair defense and regeneration skin cells processes. It also improves cells oxygen consumption.

The end result of the application of this active ingredient, is that we are supplying to the skin all it required nutrients, and also providing the energy needed to process them. Regeneration processes in prematurely aged and tired skin will now be more intense and effective. Skin has a power to fight against external aggressions, helping to replace the natural elements needed for a more luminous, smooth and soft skin.

Proteoglycan: (Oceovital GAG) It is a powerful polysaccharide complex that combines the action of Glycogen of marine origin and glycosaminoglycans.

The skin's extracellular matrix is a gelatinous substance in which the cells of our skin layers are floating. Glycosaminoglycans are an essential part of the extracellular matrix, they give support to the collagen and elastin fibers which in turns give elasticity and skin resistance. Moreover, glycosaminoglycans and extracellular matrix production and maintenance is critical for maintaining dermal hydration, as these have a high affinity for water molecules and thus are very effective as natural moisturizers providing moisture to the skin's layers leaving it hydrated and refreshed.

The loss of the glycosaminoglycans in the extracellular matrix weakens the skin, resulting in a flaccid skin without firmness and with a great dehydration. The main glycosaminoglycans present in this active are chondroitin sulfate and hyaluronic acid.