

You won't believe your eyes!

BeutiControl's eye products will keep the delicate area around your most attractive feature – your eyes – beautiful and younger-looking.

Repair products in the M.R.P. approach to total skin wellness!

REGENERATION GOLD® EYE REPAIR FOR 30+ EYES

This breakthrough formula with polyhydroxy acids helps diminish the appearance of lines and wrinkles, and moisturizes dry delicate skin for a younger look.

IN AN INDEPENDENT CLINICAL STUDY:

- 64% of panelists perceived a reduction in dryness
- 64% noticed an improvement in the appearance of dark circles under the eyes

TO USE:

Smooth on to skin around the eye area in the morning and evening, after Regeneration Gold Rejuvenating Face and Neck Lotion.

KEY INGREDIENTS:

- Gluconalactone (Lysactone) – polyhydroxy acids stimulate new skin cell turnover without the irritation.
- Matrixyl 3000® – a powerful amino acid compound clinically proven to help reduce the appearance of wrinkles.

PLATINUM REGENERATION® EYE SERUM FOR 40+ EYES

Specifically formulated to slow the signs of aging around the eyes by helping to firm the appearance of skin, and reducing the appearance of crow's feet. Helps decrease the appearance of puffiness and under-eye bags, and reduces the appearance of dark circles, sun damage and freckles.

IN AN INDEPENDENT CLINICAL STUDY:

100% of panelists perceived visible results in key areas after using Platinum Regeneration Eye Serum as directed over a four-week period.

- 80% saw an improvement in the appearance of fine lines and wrinkles.
- 50% saw an improvement in the appearance of deep wrinkles.

TO USE:

Dispense one pearl-size drop and gently apply around eye area with fingertip. Use in the morning and evening.

KEY INGREDIENTS:

- Skin Tightener ST™ – helps tighten the appearance of delicate skin around the eye, making it look smoother as well as lending the skin a radiant appearance.
- Vitamins C, E and K

All products have been dermatologist, sensitivity and allergy tested. Ophthalmologist tested. Non-comedogenic. Oil-free. For all skin types.



REGENERATION GOLD® EYE REPAIR
#12357 .5 oz. (14.1 g) \$27 (\$xx CN)



PLATINUM REGENERATION® EYE SERUM
#10086 .6 fl. oz (17.7 mL) \$30 (\$xx CN)

BEAUTICONTROL®

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EYE-X-CEL® – A PREVENTION PRODUCT IN THE M.R.P. APPROACH TO TOTAL SKIN WELLNESS

Infuses the delicate eye area with moisturizing ingredients that give skin a bright, youthful appearance.

TO USE:

Gently pat a small amount of creme onto skin around the eye area.
Use twice a day, morning and night.

KEY INGREDIENTS

- Caprylic/Capric Triglyceride and Stearic Acid – emollients and fatty acids that hydrate the skin to be softer and smoother.
- Squalane – helps improve the appearance of firmness and elasticity.



MICRODERM® EYE-X-CEL® DAILY EYE CREME
#2775 .5 oz. (14.1 g) \$19 (\$xx CN)

HOW TO SELL BEAUTICONTROL EYE PRODUCTS

- Be your own testimonial – take a “before” photo and start using BeautiControl eye products. After you see results, take an “after” photo. Show these to clients so they can see the difference!
- Call your clients who do not use Regeneration Gold® or Platinum Regeneration® and offer them a 10% discount on their first purchase.
- Hand out the eye products flier available on BeautiNet® Forms on File to get people’s attention.

Eye Treatments Q&A:

Q: Why does the skin around the eyes require special attention?

A: *The skin around the eyes has fewer oil glands than the rest of the face. This is why fine lines tend to show up first around the eyes. Moisturizers and collagen-stimulating products help keep the skin around the eyes soft and supple, while firming and toning the skin, reducing the appearance of fine lines and wrinkles.*

Q: How do the Regeneration Gold products compare to Platinum Regeneration and Eye-X-Cel?

A: *Regeneration Gold is designed to address the specific needs of those between the ages of 30 and 40 and is formulated to help slow the signs of aging before they become more advanced. Platinum Regeneration is designed for 40+ skin formulated to address the more advanced signs of aging that include increased loss of firmness, uneven skin tone, pronounced lines and wrinkles. Regeneration Gold and Platinum Regeneration products help diminish the appearance of the signs of aging already present. Eye-X-Cel is a moisturizing creme that helps to protect the skin and provide increased moisturization.*

A Daily Regimen:

MORNING:

- Skinlogics® cleanser
- Skinlogics Tonic
- Regeneration Gold Rejuvenating Face and Neck Lotion or Platinum Regeneration Skin Renewing Serum
- Regeneration Gold Eye Repair or Platinum Regeneration Eye Serum
- Cell-Block-C® New Cell Protection SPF 20
- Moisturizer (if recommended)
- Eye-X-Cel® Daily Eye Creme

EVENING:

- Skinlogics cleanser
- Skinlogics Tonic
- Regeneration Time To Go® with Retinol
- Regeneration Gold Eye Repair or Platinum Regeneration Eye Serum (if you choose to use twice a day)
- Cell-Block-C P.M. Cell Protection
- Moisturizer (if recommended)
- Eye-X-Cel Daily Eye Creme

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