

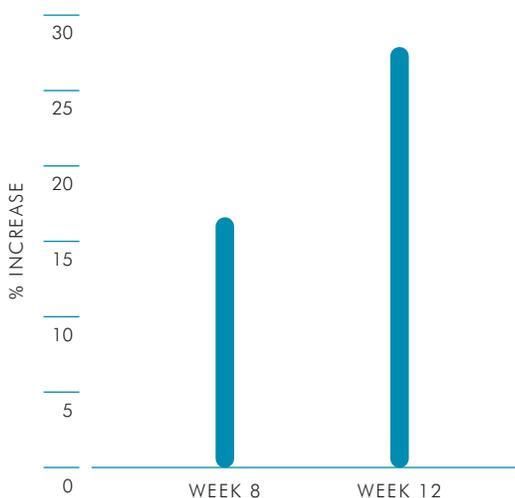
BACKGROUND

Due to its unique anatomy, the skin around the eyes is particularly susceptible to photoaging. The skin in the eye area is 10 times thinner than the skin on the face, resulting in deeper UV penetration and accelerated water loss; highly elastic connective tissue creates flexibility and movement for the eyelid, but also makes the area prone to wrinkling and sagging. Under-eye bags and puffiness become more prominent as circulation in the dense network of arteries and capillaries naturally slows with age. Few sebaceous glands make this already fragile, thin-skinned area prone to dehydration and magnified photodamage.

TECHNOLOGICAL INNOVATION

Featuring breakthrough technology, this first-to-market serum-in-a-gel antioxidant formulation is specifically formulated for the needs of the delicate eye area. The triple antioxidant treatment of 1% phloretin, 5% l-ascorbic acid, and 0.5% ferulic acid neutralizes damaging free radicals and reactive oxygen species to prevent and correct photodamage. Ruscus aculeatus and caffeine improve microcirculation by 28% in 12 weeks*, diminishing the volume of under-eye puffiness. Instead of encapsulating actives, the open matrix gel delivery system suspends the actives and delivery-enhancing solvents in an acidic serum. This unique serum-in-a-gel technology maintains the integrity of the solution until it makes contact with the skin and can be safely released for maximum penetration. As the serum begins releasing from the open matrix in a controlled manner, the solvents flash off, leaving the empty gel network on top of skin to reinforce the barrier for reduced irritation while driving actives to the target site. AOX+ Eye Gel's soft, fresh gel delivery system ensures targeted application without the dripping or running associated with liquid eye formulations.

** As shown by Laser Doppler Perfusion Imaging*



The Laser Doppler Perfusion Imaging System uses a low power laser to scan the surface of skin determining the rate of blood flow through capillaries.

KEY INGREDIENTS

1% Phloretin

- Comes from apples and the root bark of fruit trees including apple, pear, and grapefruit
- Classified as a dihydrochalcone (special group of flavonoids) known to prevent immunosuppression and for anti-inflammatory, antifungal, and anticancer properties
- Accelerates cell turnover
- Suppresses radiation-induced oxidative reactions
- Slows the degradation of collagen
- Increases the production of elastin
- Maintains the integrity of the extra cellular matrix
- Inhibits UV-induced melanogenesis

5% L-Ascorbic Acid (vitamin C)

- Water-soluble, chain-ending antioxidant essential for proper functioning of the human body
- Inhibits UVA and UVB radiation-induced damage
- Prevents UV immunosuppression
- Promotes collagen synthesis
- Regenerates vitamin E present in skin
- Anti-inflammatory and anticancer properties

0.5% Ferulic Acid

- Ubiquitous plant antioxidant
- Neutralizes free radicals known as "superoxide," "hydroxyl radical," and "nitric oxide"
- Suppresses radiation-induced oxidative reactions
- Anti-inflammatory properties
- Easily absorbed by the skin
- Inhibits UV-induced melanogenesis

Ruscus Aculeatus

- Derived from a small evergreen shrub native to Western Europe
- Used as a diuretic and expectorant
- Reinforces blood vessel walls and improves circulation
- Reduces swelling, edema, and inflammation

Caffeine

- Improves drainage and congestion of fluids
- Reduces under-eye bags
- Reduces edema and inflammation