

# The eyes have it

---

**Terri Vinson** explains how to keep your eyes, and your clients' eyes, looking bright and beautiful for as long as possible.

---

THE EYES eyes truly are the focal point of the face, but the ravages of time, environment and lifestyle can directly impact the appearance of the delicate eye area as the skin around the eyes is markedly different from the rest of the skin. It is 10 times thinner than other areas of the face and is further thinned as we age due to loss of collagen, elastin and hyaluronic acid. Periorbital skin also contains fewer oil glands so moisturisation and adequate hydration are essential.

## Common skin conditions around eyes

### DARK CIRCLES AND PUFFINESS

Dark circles can be a genetic condition which is difficult to treat. However, it may also develop from illness, ageing or lack of sleep. The target for this condition is the blood vessels surrounding the eyes. Dilated capillaries, dermal thinning (resulting from ageing and even overuse of hydrocortisone creams) and nasal congestion can cause dark circles to be more pronounced.

Dark circles can be alleviated by strengthening the walls of the blood vessels with retinol (vitamin A), l-ascorbic acid (vitamin C) and a new peptide ingredient called acetyl tetrapeptide-1 (aka Eyeseryl). This ingredient simultaneously reduces the appearance of dark circles and eye-bags by inhibiting loss of elasticity and cross linking of collagen. Acetyl tetrapeptide-1 also helps prevent fluid accumulation by inhibiting 'leaky' blood vessels which empty dark haemoglobin close to the eye surface skin.

### MILIA

These commonly form around the eye area and are due to the skin protein keratin becoming trapped under the skin. They appear as tiny, hard, white, raised cysts. Avoid comedogenic oils around the eye areas as this prevents the natural exfoliation process

and causes the congestion under the skin. Using an eye serum rather than a heavy eye cream under makeup will help to avoid milia. This condition may also be addressed by using retinol and gentle exfoliants to help slough away the surface skin more effectively, but stubborn milia will need clinical removal.

### FINE PERIORBITAL LINES

There are a number of ingredients and treatments to address fine lines and crow's feet. Retinol and niacinamide (vitamin B3), are excellent for collagen stimulation and increasing natural hydration levels to reduce the appearance of eye wrinkles. Another new peptide combination, tripeptide-10 and tripeptide-1 (aka trylagen) has recently been scientifically engineered to stimulate collagen production on multiple levels. This ingredient also increases dermal skin thickness which also aids in the reduction of dark circles.

### EYE EXPRESSION LINES AND CROW'S FEET

These wrinkles form from facial expressions such as smiling or frowning. Acetyl octapeptide-3 (aka Snap-8) is yet another peptide which relaxes facial muscles to reduce lines of movement around the eyes. It is also a great partner ingredient to anti-wrinkle eye injection treatments as it may help optimise their results.

My top four tips to make your eyes look brighter and more youthful are:

## 1. Roll in your active serums to maximise results

The daily use of a home skin roller with shallow needles will dramatically improve the penetration of your products, particularly active serums. At-home rollers are very comfortable to use and can be taken right up to the orbital bone.

Always ensure your home care topicals are of the highest quality with no harmful additives, as the home roller will drive in any ingredient more efficiently!

## 2. Non-surgical eye treatments

Clinical skin needling, fractional laser, medium depth peels and anti-wrinkle injections offer the best non-surgical rejuvenation options to reduce lines around the eyes.

Injectable treatments last around two months for dynamic lines and crow's feet and over a year for correcting eye bags and adding volume under the eyes.

A series of at least eight treatments of clinical skin needling will significantly improve the appearance of 'crêpey' fine lines and skin texture

around the eyes. The results will continue to improve over the next 12 months as new collagen is produced. Fractional laser and medium- to deep-peels will also improve the quality of skin around the eyes.

### 3. Lush Lashes

Lush lashes can do wonders to enhance our eyes but they can also severely damage your natural lashes. Therefore my advice is to only use lash extensions for the short term and make sure that you have them applied by a lash specialist.

Strip lashes are my favourite special occasion accessory. Being a daily and reusable product, they will not adversely affect the health of your natural lashes. Opt for 'remy hair' natural lashes with a flexible base that curves easily with your natural lid contours. Application takes practice but once you have mastered it you'll be hooked!

Eyelash growth promoters, both synthetic and botanical, are hugely popular right now. Be guided by your skin therapist for the best growth promoter as the right product can improve the appearance of your natural lashes in just a few weeks.

Mascaras come in numerous formulas and brush types promising volume and or length. However artificial pigments in mascara can have a negative impact on the health of the lash follicle with prolonged use. Aim to invest in products with a safe ingredient profile with mineral pigments rather than FD&C dyes. .

### 4. Diet and lifestyle

Your skin is a product of both external and internal influences. Here are some simple tips to optimise the appearance of the skin around your eyes:

- Avoid squinting and UV damage by wearing sunglasses
- Reduce your salt intake as this contributes to excess fluid retention and puffiness
- Take adequate vitamin C and iron oral supplements to reduce dark circles
- Adopt a low sugar regimen to avoid collagen cross linking AGEs
- Consume seeds, nuts and fish rich in essential fatty acids.
- Stay hydrated! Drink more water and include green tea as part of your liquid consumption
- Get at least seven hours sleep each night
- Keep alcohol intake low as it leads to skin dehydration

The aim is to be the very best version of yourself, at any age. Always remember that the skin around the eyes is highly sensitive and requires specifically designed products that avoid high levels of artificial fragrance, SLS and alcohol. With the right products, treatments, lifestyle and advice, it is possible to have eyes that transform your face and literally light up the room. ■



Terri Vinson (BSc.DipEd, DipFormChem. ASCC) is a biological scientist, cosmetic chemist and the founder of cosmeceutical brand, Synergie Skin. Contact [www.synergieskin.com](http://www.synergieskin.com)



**Tudor Beauty Products are proud to support the Australian Beauty Industry by manufacturing and supplying a comprehensive range of premium salon quality products to beauty therapy professionals.**

We've created highly effective formulations at affordable prices to help you keep expenses down and profits up. Our extensive range is entirely Australian made and is available in salon or retail packaging.

**Our range includes:**

- **Cleansers and Toners**
- **Hydrating and moisturising lotions**
- **Face and body scrubs**
- **Masks and AHA products**
- **Massage cream and more**

We welcome all trade enquiries from TAFE and private beauty colleges.

**CONTACT YOUR STATE DISTRIBUTOR OR HEAD OFFICE TODAY**

**NSW | Always Nail & Beauty Supply**

✉ [alway snail@yahoo.com.au](mailto:alway snail@yahoo.com.au)

☎ +61 2 9817 6988

**VICTORIA | Salonquip**

✉ [sales@salonquip.com.au](mailto:sales@salonquip.com.au)

☎ +61 3 9767 2777

**WA | Norris Morley**

✉ [bassendean@mynorris.com.au](mailto:bassendean@mynorris.com.au)

☎ +61 8 9377 3266



**TUDOR BEAUTY PRODUCTS HEAD OFFICE**

☎ +61 2 9453 3872

✉ [info@tudorbeautyproducts.com.au](mailto:info@tudorbeautyproducts.com.au)

🌐 [www.tudorbeautyproducts.com.au](http://www.tudorbeautyproducts.com.au)



around the eyes. The results will continue to improve over the next 12 months as new collagen is produced. Fractional laser and medium- to deep-peels will also improve the quality of skin around the eyes.

### 3. Lush Lashes

Lush lashes can do wonders to enhance our eyes but they can also severely damage your natural lashes. Therefore my advice is to only use lash extensions for the short term and make sure that you have them applied by a lash specialist.

Strip lashes are my favourite special occasion accessory. Being a daily and reusable product, they will not adversely affect the health of your natural lashes. Opt for 'remy hair' natural lashes with a flexible base that curves easily with your natural lid contours. Application takes practice but once you have mastered it you'll be hooked!

Eyelash growth promoters, both synthetic and botanical, are hugely popular right now. Be guided by your skin therapist for the best growth promoter as the right product can improve the appearance of your natural lashes in just a few weeks.

Mascaras come in numerous formulas and brush types promising volume and or length. However artificial pigments in mascara can have a negative impact on the health of the lash follicle with prolonged use. Aim to invest in products with a safe ingredient profile with mineral pigments rather than FD&C dyes. .

### 4. Diet and lifestyle

Your skin is a product of both external and internal influences. Here are some simple tips to optimise the appearance of the skin around your eyes:

- Avoid squinting and UV damage by wearing sunglasses
- Reduce your salt intake as this contributes to excess fluid retention and puffiness
- Take adequate vitamin C and iron oral supplements to reduce dark circles
- Adopt a low sugar regimen to avoid collagen cross linking AGEs
- Consume seeds, nuts and fish rich in essential fatty acids.
- Stay hydrated! Drink more water and include green tea as part of your liquid consumption
- Get at least seven hours sleep each night
- Keep alcohol intake low as it leads to skin dehydration

The aim is to be the very best version of yourself, at any age. Always remember that the skin around the eyes is highly sensitive and requires specifically designed products that avoid high levels of artificial fragrance, SLS and alcohol. With the right products, treatments, lifestyle and advice, it is possible to have eyes that transform your face and literally light up the room. ■



Terri Vinson (BSc.DipEd, DipFormChem. ASCC) is a biological scientist, cosmetic chemist and the founder of cosmeceutical brand, Synergie Skin. Contact [www.synergieskin.com](http://www.synergieskin.com)



**Tudor Beauty Products are proud to support the Australian Beauty Industry by manufacturing and supplying a comprehensive range of premium salon quality products to beauty therapy professionals.**

We've created highly effective formulations at affordable prices to help you keep expenses down and profits up. Our extensive range is entirely Australian made and is available in salon or retail packaging.

**Our range includes:**

- **Cleansers and Toners**
- **Hydrating and moisturising lotions**
- **Face and body scrubs**
- **Masks and AHA products**
- **Massage cream and more**

We welcome all trade enquiries from TAFE and private beauty colleges.

**CONTACT YOUR STATE DISTRIBUTOR OR HEAD OFFICE TODAY**

**NSW | Always Nail & Beauty Supply**

✉ [alwaySnail@yahoo.com.au](mailto:alwaySnail@yahoo.com.au)

☎ +61 2 9817 6988

**VICTORIA | Salonquip**

✉ [sales@salonquip.com.au](mailto:sales@salonquip.com.au)

☎ +61 3 9767 2777

**WA | Norris Morley**

✉ [bassendean@mynorris.com.au](mailto:bassendean@mynorris.com.au)

☎ +61 8 9377 3266



**TUDOR BEAUTY PRODUCTS HEAD OFFICE**

☎ +61 2 9453 3872

✉ [info@tudorbeautyproducts.com.au](mailto:info@tudorbeautyproducts.com.au)

🌐 [www.tudorbeautyproducts.com.au](http://www.tudorbeautyproducts.com.au)

