

# Forever Alluring Eyes

## Description and Purpose

Alluring Eyes is a revitalising under-eye cream, formulated using modern technology to reduce the appearance of wrinkles, fine lines and under-eye circles. It is fortified with some of the finest ingredients to improve the suppleness and elasticity of the skin in the delicate and highly-visible area around the eyes.

### Major ingredients include:

**Stabilised aloe vera gel** - Nature's original skin soothing and conditioning agent.

**Caprylic/capric triglyceride** - A light natural emollient derived from coconut oil, which moisturises without the heavy greasy feel of so many oils.

**Jojoba ester** - An emollient made from jojoba oil. It is an excellent skin conditioning and moisturising agent. It also provides a fine consistency to the cream.

**Glycerin** - As a humectant, this helps the skin to retain moisture.

**Squalane** - This acts as a fine emollient, providing nourishing and conditioning benefits without a greasy feel. It also helps minimise the appearance of fine lines and dryness of skin.

### At a glance...

- Reduces the appearance of fine lines and wrinkles
- Conditions delicate eye area with vitamin E and moisturises
- Natural ingredients reduce puffiness and tired eyes



**Sodium hyaluronate** - Is one of the most effective moisturising agents due to its extremely high hydrophilic (water-seeking) properties. It has a great affinity with skin remaining on the skin surface forming an elastic, non-occlusive film. It helps improve suppleness and elasticity and minimises the signs of wrinkles, dark circles and puffiness.

**Tocopherol** - A good source of vitamin E, it helps soften the skin and moisturises it from within. It also protects the product from oxidation.

## Ingredients

Stabilised aloe vera gel, water, caprylic/capric triglyceride, jojoba esters, glycerin, cetearyl glucoside, kaolin, cetearyl alcohol, glyceryl stearate, PEG-100 stearate, cyclomethicone, squalane, dimethicone, PEG-20 methyl glucose sesquistearate, dimethicone copolyol, C12-15 alkyl benzoate, sodium hyaluronate, bisabolol, sodium PCA, tocopherol (vitamin E natural), hydrated silica, titanium dioxide, polyhydroxystearic acid, silica, alumina, xanthan gum, phenoxyethanol, potassium sorbate, sodium benzoate, methylparaben, propylparaben, disodium EDTA, fragrance.

## Contents

28.3g (10oz).

## Directions

Pat on and smooth gently around eye area.

