

# colorescience®

## **Colorescience® Introduces Total Eye™ 3-in-1 Renewal Therapy SPF 35** *Triple Threat Product that Addresses, Corrects and Protects the Eye Area*

Carlsbad, CA (February 1, 2018) - Colorescience®, the leading dermatologist-recommended skin health-focused skincare and cosmetics company, is proud to introduce the innovative Colorescience Total Eye™ 3-in-1 Renewal Therapy SPF 35. This comprehensive eye product is a strong addition to the brand's treatment portfolio that includes All Calm™ Clinical Redness Corrector SPF 50, which addresses symptoms of adult acne and rosacea, and Even Up® Clinical Pigment Perfector® SPF 50, which addresses symptoms of hyperpigmentation.

Formulated to hydrate and improve skin health of the entire eye area, Total Eye 3-in-1 Renewal Therapy SPF 35 is clinically proven to immediately brighten dark circles and imperfections, while improving the overall appearance of dark circles, puffiness, fine lines and wrinkles when used twice daily for just four weeks. All while using a chemical-free, 100% mineral SPF 35 that protects against UVA/UVB rays and environmental stressors that contribute to early skin aging. Total Eye also works as a primer to allow for a smoother application of concealer and eye makeup, and can also be applied throughout the day as a midday refresher.

In a recent multi-center study, Total Eye 3-in-1 Renewal Therapy SPF 35 was administered by physicians to 90 patients following a variety of in-office procedures and consultations at 17 centers. After four weeks, 95% of participants reported immediate improvements in one or more eye concerns with 95% claiming their eyes look more rested and youthful and 94% stating that they felt more confident overall.

"The eyes are stated to be the most beautiful part of someone's face, according to both men and women, with many stating that their tired and puffy eyes have directly impacted their confidence," says Mary Fisher, Chair and CEO of Colorescience. "We're proud to offer a product like Total Eye 3-in-1 Renewal Therapy SPF 35 that helps to target and quickly improve these common eye issues afflicting millions of people." Total Eye 3-in-1 Renewal Therapy SPF 35 (\$69 for 7 ml; 2- to 3-month supply based on typical usage) is available through a network of licensed physicians, Colorescience.com, and a collection of prestige retailers.

### **About Colorescience®**

For over 12 years Colorescience® has been blurring the lines between makeup and skincare to bring immediate beauty today while improving and protecting skin for tomorrow. Originally crafted for the most vulnerable post-procedure skin, Colorescience is trusted, recommended, and personally used by thousands of physicians. Using only substantiated ingredients in their purest form, and including them at therapeutic and dermatologist-approved levels for maximum efficacy and performance, Colorescience products have already improved millions of lives with 365-day protection from UV rays and environmental stressors. The brand's uncompromising, health-forward approach to formulations provides confidence and reassurance to women of all ages, skin types and concerns. They understand the demands women face every day and realize the needs of today's consumer: ease, health, and beauty. Colorescience is changing the way women perceive beautiful skin; because beautiful isn't just the prettiest—it's the healthiest.

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Colorescience products are designed to easily fit into day-to-day life and are available through a network of licensed physicians, [colorescience.com](http://colorescience.com), and a collection of prestige retailers. For more information, visit [www.colorescience.com](http://www.colorescience.com).

For more information and samples, please contact:

**Behrman Communications**, 212.986.7000

Amanda Youssef, [ayoussef@behrmanpr.com](mailto:ayoussef@behrmanpr.com)

Emily Torrans, [etorrans@behrmanpr.com](mailto:etorrans@behrmanpr.com)

*The content of this press release can also be found at [colorescience.com/blogs/corporate-news/colorescience-introduces-total-eye-3-in-1-renewal-therapy-spf-35](http://colorescience.com/blogs/corporate-news/colorescience-introduces-total-eye-3-in-1-renewal-therapy-spf-35)*