

# Tru Face™ IdealEyes

## Eye Refining Crème

LET YOUR EYES SHOW A YOUNGER YOU



### Tru Targeted Treatments Overview

Tru Targeted Treatments utilise the best and very latest in clinically proven technologies to target biological ageing, a result of age, diet and exercise; environmental ageing, originating from exposure to sunlight, pollution and cigarette smoke; and mechanical ageing, caused by habitual muscle movements repeated day after day, year after year. This targeted approach helps reduce the appearance of lines, wrinkles and age spots; improve firmness; and keep skin looking smooth, supple and radiant.

### Product Overview

You work hard to look young, but no matter what you do, your eyes show the telltale signs of ageing, stress and fatigue. Fight these beauty enemies with Tru Face IdealEyes. Scientifically formulated to offer both immediate and long term benefits, this silky cream rapidly reduces the appearance of bags under the eyes while instantly increasing skin radiance. The advanced anti-ageing ingredient technology also helps firm and smooth skin as it reduces discolouration under the eyes. Designed specifically for the delicate eye area, this treatment ensures your eyes look young, refreshed and vibrant.

### Target Audience

Women and men ages 30+ who want to correct and/or prevent the visible signs of stress, fatigue and ageing in the under eye area.

### Benefits

- Instantly brightens the under eye area, softening the appearance of dark circles and fatigue
- Immediately reduces eye puffiness for a smooth, refreshed look

- Helps to enhance the elimination of the pigments that cause dark circles
- Works over time to suppress puffiness and the formation of bags under the eyes.

### Key Ingredients

- Lipid-C (Tetrahexyldecyl ascorbate)—a powerful form of vitamin C that increases collagen synthesis, decreases melanin synthesis and inhibits free radical damage, brightening the under eye area
- Theobroma cacao extract—promotes a rapid reduction in the appearance of bags under the eyes and enhances lipolysis (fat breakdown) for lasting results
- Polygonum fagopyrum seed extract—a phytosterol rich extract that inhibits lipogenesis (fat synthesis), resulting in a long term reduction in the appearance of bags under the eyes
- Antioxidant peptide complex (APC)—helps firm and tone delicate skin while facilitating the elimination of pigment deposits that cause dark colouration under the eyes.

### Clinical

In a third party clinical study with Tru Face IdealEyes, professional dermatological graders noted the following improvements\* after eight weeks:

- 29% decrease in puffiness
- 11% reduction in dark circles\*\*
- 28% improvement in firmness
- 64% decrease in dryness
- 100% of participants reported no irritation

\*A grading scale ranging from 0 to 4 was used. The change in score relative to the baseline is depicted as a percent change.

\*\* Prolonged use of Tru Face IdealEyes will result in a greater reduction of dark circles.

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## Usage

Use morning and night after cleansing and toning. Smooth a small amount under the eyes, avoiding the eyelids and direct eye contact.

## Complementary Products

- Tru Face™ Line Corrector—features a revolutionary pro-collagen peptide that helps soften moderate to deep lines around the mouth, eyes and forehead
- Tru Face™ Essence—a facial contouring serum that contains the patented anti-ageing ingredient Ethocyn®, which helps restore definition and firmness to the skin
- Nu Skin 180® Anti-Ageing Skin Therapy System—designed to help reverse the full range of ageing effects, each product in this system plays an integral role in delivering anti-ageing benefits and works synergistically to enhance results.

## FYI

Dark circles under the eyes and puffiness are caused by several factors:

- The skin under the eyes is the thinnest on the body, but as we age, it thins even more, making blood vessels under the eyes more apparent
- Capillaries under the eyes are fragile and, if damaged, can leak fluid into surrounding tissues where it pools, leading to puffiness and dark circles
- Chronic sun damage can increase puffiness and contribute to leaky capillaries
- The deposit of fat in the tissues under the eyes can contribute to puffiness.

## Frequently Asked Questions

*Can I use Tru Face IdealEyes and Intensive Eye Complex at the same time?*

Yes, but it is not necessary since both products provide moisturising benefits while addressing different concerns. Tru Face IdealEyes is an anti-ageing product designed to diminish the visible signs of stress, fatigue and ageing in the under

eye area. Intensive Eye Complex is designed to hydrate the delicate eye area.

*Can I use Tru Face IdealEyes with my core daily system?*

Yes, Tru Face IdealEyes contains a powerful, yet gentle form of vitamin C that is safe for use with all Nu Skin® core daily systems and products. Tru Face IdealEyes should be applied before your moisturiser.

*Can I apply Tru Face IdealEyes to my eyelids?*

No, Tru Face IdealEyes should not be applied to the delicate skin of the eyelids because it could potentially work its way into the eyes and cause irritation. For this reason, we recommend only applying Tru Face IdealEyes to the areas below and to the sides of the eyes.

## Ingredients

Water (Aqua), Isononyl Isononanoate, Neopentyl Glycol Diethylhexanoate, Glycol Palmitate, Glycerin, Butylene Glycol, Tetrahexyldecyl Ascorbate, Ethylhexyl Palmitate, Polydodecanamideaminium Triazadiphenylethanesulfonate,\* Arachidyl Alcohol, Polygonum Fagopyrum (Buckwheat) Seed Extract, Chrysin, N-Hydroxysuccinimide, Theobroma Cacao (Cocoa) Extract, Palmitoyl Oligopeptide, Palmitoyl Tetrapeptide-3, Algae Extract, Tocopheryl Acetate, Caprylic /Capric Triglyceride, Behenyl Alcohol, Arachidyl Glucoside, Glyceryl Stearate, PEG-100 Stearate, Cyclopentasiloxane, Cyclohexasiloxane, Isohexadecane, Hydrogenated Vegetable Oil, Steareth-20, Polysorbate 80, Polyvinylalcohol Crosspolymer, Sodium Acrylate/Sodium Acryloyldimethyl Taurate Copolymer, Ethylhexylglycerin, Disodium EDTA, BHT, Chlorphenesin, Methylparaben, Propylparaben.

\*Lipolight