

# TRU FACE® IDEALEYES® EYE REFINING CRÈME

**LET YOUR EYES SHOW A YOUNGER YOU**



## PRODUCT OVERVIEW

You work hard to look young, but no matter what you do, your eyes show the telltale signs of aging, 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-aging ingredient technology also helps firm and smooth skin as it reduces discoloration 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 aging in the undereye area.

## BENEFITS

- Instantly brightens the undereye 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 overtime 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 undereye 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 coloration under the eyes.

## USAGE

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

## TESTIMONIALS

“As a 22-year-old college student I’m always staying up late, and have always had dark circles under my eyes that I couldn’t get rid of. People were noticing them, but all I could do was cover them up. Since I’ve started using Tru Face IdealEyes, I’ve noticed the dark color is fading and my eyes are becoming brighter and healthier-looking every day.”

—Emily

“Tru Face IdealEyes really works! I’ve had a bag under my right eye for years. Nu Skin products have kept my left eye bag from developing at all and the right eye bag from getting worse. With Tru Face IdealEyes, applied morning and night, the right bag is firming up and is less visible. This is not just an illusion—the line below the puffiness actually diminished by about 50 percent.”

—Katharine Pan

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“I was asked to try a pre-release version of Tru Face IdealEyes—but if I used it as directed on both eyes, I only had a three week supply. Instead, I tried it on my right eye for six weeks, and the difference in discoloration between eyes was strikingly noticeable. After it released, I used Tru Face IdealEyes on my left eye to even them out—it took about a month for the discoloration to fade. I can honestly say that my eyes haven’t looked this good in 20 years. Tru Face IdealEyes is a great product. I’m hooked for life.”

—Morton Ehrlich

“I tried Tru Face IdealEyes and I’m delighted. In just a few days, the puffiness under my eyes reduced. My eyes are looking better and better. I like this product so much I make sure to cover it in my Nu Skin Certified Training classes. After all, everyone over 21 needs an eye cream. Why not use the best? Thank you for such a great product.”

—Pat Dwyer

## 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® Instant Line Corrector**—features the natural amino acid GABA to immediately fill and relax facial lines for a temporary reduction in the visibility of fine lines and wrinkles.
- **Tru Face® Essence Ultra**—a facial contouring serum that contains the patented anti-aging ingredient Ethocyn® which helps restore definition and firmness to the skin.

## 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 and pool, 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 moisturizing benefits while addressing different concerns. Tru Face® IdealEyes® is an anti-aging product designed to diminish the visible signs of stress, fatigue, and aging in the undereye 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 moisturizer.

**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

Aloe Barbadosensis Leaf Juice, Water (Aqua), Cetyl Alcohol, Caprylic/Capric Triglyceride, Glyceryl Stearate SE, Isostearyl Neopentanoate, Cetearyl Alcohol, Biosaccharide Gum-1, Squalane, Glyceryl Stearate, PEG-100 Stearate, Caprylyl Glycol, Alaria Esculenta Extract, Linoleic acid, Glycine Soja (Soybean) Sterols, Phospholipids, Tocopherol, Ascorbyl Palmitate, Crithmum Maritimum Extract, Daucus Carota Sativa (Carrot) Seed Oil, Daucus Carota Sativa (Carrot) Extract, Butyrospermum Parkii (Shea) Butter, Aleurites Moluccana Seed Oil, Stearyl Glycyrretinate, Allantoin, Glycerin, Steareth-10, Steareth-20, Carbomer, Disodium EDTA, Citric Acid, Sodium Hydroxide, Aminomethyl Propanol, p-Anisic Acid, Capryloyl Glycine, Undecylenoyl Glycine

