

FACT SHEET

Eye Area

DARK CIRCLES

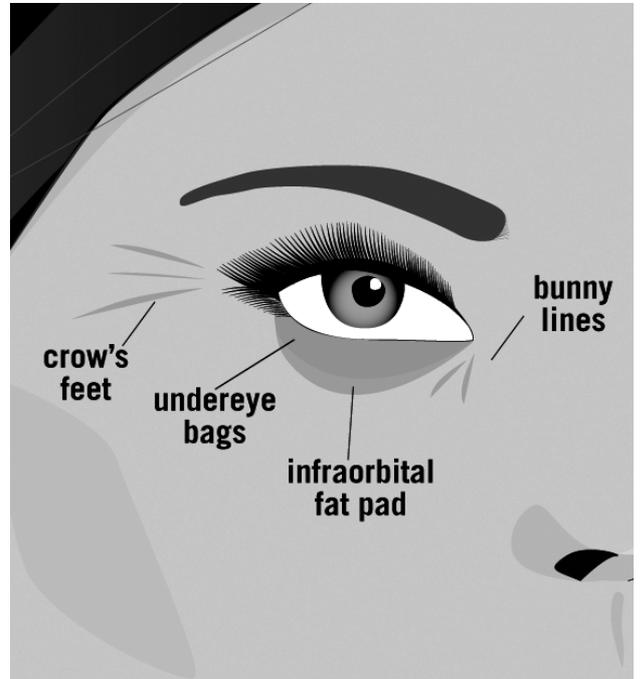
Two changes to the skin's structure are responsible for dark circles.

Firstly, the infraorbital fat pad, which sits directly under the eye, becomes thinner as we age. The fat pad has an underlying collagen (yellow) colour, but as it diminishes, the area appears darker. This dark shading is in fact the muscle under the eye, which becomes more visible as the infraorbital fat pad decreases.

Secondly, if the microscopic blood vessel structures are damaged, the body attempts to repair the damage by proliferating many small new veins, which further darkens (reddens) this area.

WHAT TO USE

- Vitamin C in Rationale Rejuvenating Serum and Vitamin A in Retinaldehyde Serum help strengthen the collagen layer, by stimulating the skin to produce more collagen.
- Evidence suggests retinaldehyde is also useful in strengthening new blood vessel structures.
- Concealer with yellow pigment (such as Rationale Neutraliser Concealer SPF25) masks the appearance of dark circles.
- Filler substances can sometimes be used to supplement the infraorbital fat pad and reduce the appearance of dark circles.



UNDER-EYE BAGS

It is thought that under-eye bags begin with inflammatory sundamage to the vascular and lymph structures under the eye. These microscopic structures begin to leak fluid into this area, which is unable to be drained correctly, causing the fluid to accumulate. Under-eye bags can also be caused by deposits of fat.

WHAT TO USE

- Vitamin C in Rationale Rejuvenating Serum helps improve microcirculation and lymphatic drainage.
- Zinc oxide sunscreen or concealer (such as Rationale Daily Dose SPF 25 or Intelligent Suncare Neutraliser Concealer SPF 25) helps calm inflamed skin and protect against further sundamage. Zinc oxide is the only anti-inflammatory sunscreen.
- In severe cases, a surgical procedure called a blepharoplasty may be recommended. This procedure removes excess fat from beneath the eye, eliminating the "bag" effect. The overlying skin appears firmer and smoother.

EYE-AREA PIGMENTATION

The fragile skin around the eye is prone to freckling and other pigmentary abnormalities. Topical niacinamide is the gentlest approach to correcting this pigmentation. Prescription hydroquinone may also be prescribed by your doctor, who will advise you carefully on the correct therapeutic strength to avoid redness and irritation.

WHAT TO USE

- Rationale Niacinamide Serum, which contains the super-gentle ingredients niacinamide and undecylenoyl phenylalanine, helps fade pigmentation around the fragile eye area.
- Regular application of anti-inflammatory zinc oxide SPF 25+ sunscreen is also crucial in pigmentation reduction.
- Careful, light exfoliation with Rationale Skin Refining Serum two to three times weekly can help shift pigmented cells from around the eye (stay about 2 – 3 mm away from the eye itself).
- Anti-oxidants increase defence against oxidative stress, reducing the likelihood of pigmentary changes.

WRINKLES

Wrinkles around the eye, such as “bunny lines” or “crows feet” are caused by facial expressions such as squinting or smiling. When you make a facial expression, you make creases in the skin’s substructure. Over time, these creases become permanent. Botox injections prevent contraction of the muscles that cause these lines, and are the only proven method of eliminating eye-area wrinkles.

WHAT TO USE

Botox injections.

MYTH BUSTER

Contrary to popular belief, moisturisers don’t decrease wrinkles. A good moisturiser can temporarily reduce the appearance of surface wrinkles, but the effect quickly fades. Most wrinkles around the eyes are located deep in the dermis, which is always moist, so moisturisers are of no use in eliminating these lines.

Our T_x for Eyes

PROCEDURES	Botox™ Filler injections such as Restylane™ or Juvéderm™ Blepharoplasty
DAY	<ol style="list-style-type: none">1. Rationale Preparatory Cleanser2. Rationale Niacinamide Serum3. Rationale Rejuvenating Serum4. Rationale Daily Dose SPF 25 or Intelligent Suncare Neutraliser Concealer 
NIGHT	<ol style="list-style-type: none">1. Rationale Preparatory Cleanser2. Rationale Retinaldehyde Serum3. Rationale Skin Refining Serum4. Rationale Enriched Hydration 