

The eyes have it

Terri Vinson explains how to keep your eyes, and your clients' eyes, looking bright and beautiful for as long as possible.

THE EYES eyes truly are the focal point of the face, but the ravages of time, environment and lifestyle can directly impact the appearance of the delicate eye area as the skin around the eyes is markedly different from the rest of the skin. It is 10 times thinner than other areas of the face and is further thinned as we age due to loss of collagen, elastin and hyaluronic acid. Periorbital skin also contains fewer oil glands so moisturisation and adequate hydration are essential.

Common skin conditions around eyes

DARK CIRCLES AND PUFFINESS

Dark circles can be a genetic condition which is difficult to treat. However, it may also develop from illness, ageing or lack of sleep. The target for this condition is the blood vessels surrounding the eyes. Dilated capillaries, dermal thinning (resulting from ageing and even overuse of hydrocortisone creams) and nasal congestion can cause dark circles to be more pronounced.

Dark circles can be alleviated by strengthening the walls of the blood vessels with retinol (vitamin A), l-ascorbic acid (vitamin C) and a new peptide ingredient called acetyl tetrapeptide-1 (aka Eyeseryl). This ingredient simultaneously reduces the appearance of dark circles and eye-bags by inhibiting loss of elasticity and cross linking of collagen. Acetyl tetrapeptide-1 also helps prevent fluid accumulation by inhibiting 'leaky' blood vessels which empty dark haemoglobin close to the eye surface skin.

MILIA

These commonly form around the eye area and are due to the skin protein keratin becoming trapped under the skin. They appear as tiny, hard, white, raised cysts. Avoid comedogenic oils around the eye areas as this prevents the natural exfoliation process

and causes the congestion under the skin. Using an eye serum rather than a heavy eye cream under makeup will help to avoid milia. This condition may also be addressed by using retinol and gentle exfoliants to help slough away the surface skin more effectively, but stubborn milia will need clinical removal.

FINE PERIORBITAL LINES

There are a number of ingredients and treatments to address fine lines and crow's feet. Retinol and niacinamide (vitamin B3), are excellent for collagen stimulation and increasing natural hydration levels to reduce the appearance of eye wrinkles. Another new peptide combination, tripeptide-10 and tripeptide-1 (aka trylagen) has recently been scientifically engineered to stimulate collagen production on multiple levels. This ingredient also increases dermal skin thickness which also aids in the reduction of dark circles.

EYE EXPRESSION LINES AND CROW'S FEET

These wrinkles form from facial expressions such as smiling or frowning. Acetyl octapeptide-3 (aka Snap-8) is yet another peptide which relaxes facial muscles to reduce lines of movement around the eyes. It is also a great partner ingredient to anti-wrinkle eye injection treatments as it may help optimise their results.

My top four tips to make your eyes look brighter and more youthful are:

1. Roll in your active serums to maximise results

The daily use of a home skin roller with shallow needles will dramatically improve the penetration of your products, particularly active serums. At-home rollers are very comfortable to use and can be taken right up to the orbital bone.

Always ensure your home care topicals are of the highest quality with no harmful additives, as the home roller will drive in any ingredient more efficiently!

2. Non-surgical eye treatments

Clinical skin needling, fractional laser, medium depth peels and anti-wrinkle injections offer the best non-surgical rejuvenation options to reduce lines around the eyes.

Injectable treatments last around two months for dynamic lines and crow's feet and over a year for correcting eye bags and adding volume under the eyes.

A series of at least eight treatments of clinical skin needling will significantly improve the appearance of 'crêpey' fine lines and skin texture