

## Roll back the years with SilDerm's Revitaleyes

The SilDerm Group has just launched Lumixyl Revitaleyes Brightening Eye Cream, the first and only eye cream that uses the latest Decapeptide-12 technology to roll back the years and rejuvenate the eyes.



The eyes are probably the most attractive of our physical features, yet the area of skin around the eyes is one of the most sensitive. This is often the first area to show the ravaging signs of age such as dark circles, fine lines and wrinkles, dryness and inflammation. Most proprietary eye creams tackle just one or two of these factors, but Lumixyl Revitaleyes is the first product specifically designed to rejuvenate the eyes by comprehensively treating and correcting all four issues.

Lumixyl Revitaleyes formula uses the skin brightening Decapeptide-12 technology which inhibits over production of melanin, the pigment that causes dark rings under the eyes. This, combined with other proven ingredients that help correct dermal iron deposits and inflammation, makes Revitaleyes the most comprehensive, professional-strength treatment for combating dark under-eye circles.

Decapeptide-12 technology was developed at Stanford University in the USA and has been shown in clinical trials to reduce the production of melanin, the dark pigment in the skin that causes sun spots, liver spots and dark eye circles, but it does it without causing any irritation or redness, a problem associated with other products.

As well as combating hyperpigmentation, Lumixyl Revitaleyes contains the other proven ingredients that tackle the iron deposits, inflammation, dry lines and wrinkles, which make it the only eye treatment product that addresses all of the major contributing factors to dark



circles under the eyes. The result is a brighter, smoother and firmer skin around the eyes that gives a younger and more youthful appearance.

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### **Note to Editors**

Hi resolution images available on request

### **Ingredients of Lumixyl Revitaleyes Brightening Eye Cream**

Decapeptide-12, the first real alternative to hydroquinone, reduces overproduction of skin pigment (melanin) to brighten the skin around the eyes

Chrysin, N-Hydroxysuccinimide, EDTA - Decreases the look of dark under-eye circles caused by excessive melanin and iron deposits

Dipotassium Glycyrrhizate - This botanical anti-inflammatory naturally reduces the appearance of inflammation, swelling and shadowing around the eyes

Glycerin, Butyrospermum Parkii (Shea) Butter, Sodium Hyaluronate – hydrates the skin, promoting a smooth texture and reduces the appearance of dry fine lines

Palmitoyl Oligopeptide, Palmitoyl Tetrapeptide-7, Bambusa Vulgaris Extract, Pisum sativum (Pea) Extract - A powerful anti-aging cocktail that reduces the appearance of wrinkles around the eyes

### **More about SilDerm Group**

The SilDerm Group has a strong pharmaceutical background and the company's aim is to establish a major worldwide healthcare brand with products developed to create Beauty Through Science. The development of all SilDerm's products is based on sound scientific and medical research and all products have proven effectiveness. Developed in leading University research centres in the USA, SilDerm's product range includes:

**SilDerm™ Stretch Mark Prevention and Repair**

**SilDerm™-Lumixyl™ Skin Brightening Treatment**

**SilDerm™-Lumixyl™ Revitaleyes Revitaleyes Brightening Eye Cream**

**SilDerm™-Celfix™ Anti-Ageing Treatment**

**SilkPeel Dermalinfusion System**

Further products and treatments are scheduled for launch during 2012.

Since its formation in 2009, SilDerm Limited has gone from strength to strength. In addition to working directly with the professional beauty trade, the company currently has UK partnerships with Urban Retreats in Harrods in London and Harvey Nicholls in Manchester. International expansion began in late 2011 with a distribution agreement in Japan, and new territories within Europe and the Middle East are scheduled to come on stream in mid-2012 as part of their controlled organic growth strategy.

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