

# here's everything you need to know about treating and lifting the eye area

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## story highlights

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- Specialized care is essential for the delicate eye area's health.
  - Non-surgical techniques and targeted ingredients can uplift and refresh.
  - Phyto Nature Lifting Eye Cream delivers a measurable lift after just 1 use.
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Did you know that the undereye and eyelid areas are among the first areas on the face to show signs of aging? The delicate skin around the eye requires is thinner and more prone to damage than the rest of the face, so it requires extra care – and it's crucial to use products and techniques specifically designed for the eye area.

### why does the eye area need special treatment?

Let's delve into the science. The skin around the eyes is thinner and more fragile than the skin on the rest of the face. The area also contains fewer oil glands, making it prone to dryness and dehydration. Additionally, the constant movement of the face and eyes – blinking, squinting, and making other facial expressions – can all contribute to the development of wrinkles and sagging. Coupled with the redistribution of fat in the face as we age, the face and eyes can take on a drooping appearance. Given all these factors, it's clear that a one-size-fits-all approach to skin care won't suffice when it comes to the delicate eye area.

### non-surgical solutions for lifting the eye area

Some people opt for surgery, but many prefer non-invasive methods to lift and rejuvenate the eye area. Thankfully, there are techniques and topical products that can help achieve visible results.

#### *Application and lifting techniques*

Proper application techniques can make a significant difference in the effectiveness of your eye care routine. Whether it's gentle tapping motions to encourage circulation or targeted massage techniques to reduce puffiness, the way you apply products can enhance their efficacy. The skin care professionals at Dermalogica recommend gently patting on your eye cream, massaging in an upward motion from the orbital bone toward the temples.

#### *Topical products that work to lift*

When it comes to topical products, ingredients play a crucial role in lifting and firming the eye area. Look for formulations that contain ingredients known for their lifting properties – such as peptides, antioxidants, or hydrating ingredients.

### the importance of choosing the right eye cream

Here's an eye-opening revelation: most eye creams aren't formulated for use on the eyelid. This is significant because the eyelid is often the first place we start to see signs of sagging – so using a product that is safe and effective for both the lid and the undereye is essential for getting an optimal lift.

**Dermalogica Phyto Nature Lifting Eye Cream** is a game-changer in the world of lifting eye care. Specifically designed to target the delicate skin around the eyes, it delivers a measurable lift after just 1 use\* with a potent blend of peptides, plant extracts, and hydrating ingredients.



\*Obtained during independent clinical testing of 31 people, 2 applications/day for 8 weeks.