

**ERICSON
LABORATOIRE**
— PARIS UNIVERSITY —

TECHNICAL PROTOCOLE
ESSENTIAL TREATMENTS
PROTECTS

BIOPTIC
SPECIFIC EYE CONTOUR
TREATMENT



BIOPTIC / SPECIFIC EYE CONTOUR

TAKE CARE: FRAGILE AREA!

The eye contour skin is very thin and it certainly is the most fragile area of the face. The eye contour endures multiple strains: make-up, intense lighting (neon lights in offices and stores, car headlights, computer screens). Moreover, the eye reacts very rapidly to tiredness and its effects can be seen on the skin through the outbreak of circles or bags under the eyes.

The eye contour therefore needs very early, continuous care. In order to meet this requirement, our Research Departments have developed specific products, suitable even for the most sensitive eyes. BIOPTIC offers targeted formulations capable to treat this fragile zone and prevent the appearance of lines, dark circles etc.



SPECIFIC ASPECTS OF THE EYE CONTOUR

The eye contour area is different from the rest of the face, in particular because of the specific skin physiology in this zone. Indeed, the skin of the eye contour area is very fine. It adheres to the sphincter muscle using a fibrous system. The epidermis is just 0.04 mm thick compared with 1 mm on the rest of the face. Similarly, the dermis is just 0.5 mm thick against 1 to 4 mm for the rest of the body. Both the upper and lower lids are lined with fatty pockets in order to absorb any shocks and thus protect the eyeballs. Muscles enable the eye to move, as well as draining surrounding tissue. By activating microcirculation, they promote lymphatic and venous return. Alterations of the eye contour area can show in three ways, wrinkles, puffiness and dark circles.

WRINKLES

The first aging signs, fine lines and wrinkles appear at the outer corner of the eye to form "crow's feet". They are the result of the inevitable depletion of collagen and elastin levels (the support fibers) within the dermis, itself the result of intrinsic aging. They grow more noticeable over the years, but also as a result of exposure to environmental stress factors such as the sun and free radicals.

DARK CIRCLES

They are abnormal coloring of the lower lids that is a direct consequence of micro-circulation problems. As we grow older, the capillary walls grow slacker. Blood no longer

circulates normally (venous stasis). The result is accentuated subcutaneous pigmentation that is all the more noticeable under the eyes.

Dark circles fall into one of two categories:

- **Hereditary dark circles** caused by hyperpigmentation of the skin
- **Circulatory dark circles** which are an occasional problem caused by poor blood circulation. They appear during periods of fatigue, or lack of sleep.

PUFFINESS

Under-eye puffiness is in fact excess swelling of the lids. It has two distinct causes:

- **Edematous puffiness:** this is caused by stagnating lymph. This type of puffiness, which is most noticeable on waking, tends to diminish during the day. Poor microcirculation and the use of greasy cosmetics make this problem worse.
- **Hereditary puffiness:** this is the result of excess fatty cells building up in the area under the eye. They are an hereditary problem that can only be solved by surgery. However, hereditary puffiness is made worse by skin slackening, an inevitable part of the aging process.

BIOPTIC: EYE CONTOUR TARGETED PRODUCTS



E16 - BI-PHASE MAKE-UP REMOVER

The oil and water bi-phase formula enables an effective eye makeup removal while preserving the delicate eye zone. Enriched with cornflower water with decongestant and soothing properties.



E230 - SOOTHING LOTION

Use two cotton pads soaked with SOOTHING LOTION to calm irritated, congested or tired eyes. Its immediately calming and decongesting effect soothes sensitive eyes. Note the slightly antiseptic, stimulant action of organic cornflower. Litchi extract has an antioxidant power due to its Vitamin C content.



CORNFLOWER



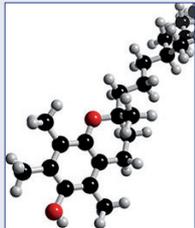
GINKGO BILOBA

LITCHI EXTRACT



E21 - REPAIR CONCENTRATE FLUID

The solution for eye contour care. This fine, gentle, fully repairing emulsion acts against wrinkles, circles, bags and has a soothing effect. Note its very beneficial reducing action on fatty bags due to the presence of Algisium C2.



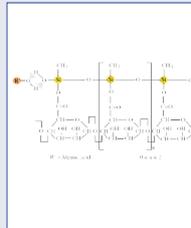
VITAMIN E



JOJOBA OIL



SHEA BUTTER



ALGISIUM C2



CHAMOMILE



GINKGO BILOBA



E232 - ANTI-FATIGUE PHYTO-CAPSULES

Thanks to the synergy of these active ingredients, rich in bioflavonoids and polyphenols, PHYTO CAPSULES are able to effectively fight against the superoxide anion damages, which are responsible for cell oxidation and inflammation phenomena.

Very useful properties of Sea Fennel (*Christimum maritimum*) and Red Vine which promote a draining and revitalizing action.

This precious anti-fatigue concentrate has been reinforced with a specific active ingredient derived from biotechnology: Haloxyl, which helps brighten unsightly dark circles.



BITTER GINGER



SEA FENNEL



RED VINE

BIOPTIC: EYE CONTOUR TARGETED PRODUCTS



E229 - MICRO-COLLAGEN LIFTING

WHAT IS MICRO-COLLAGEN?

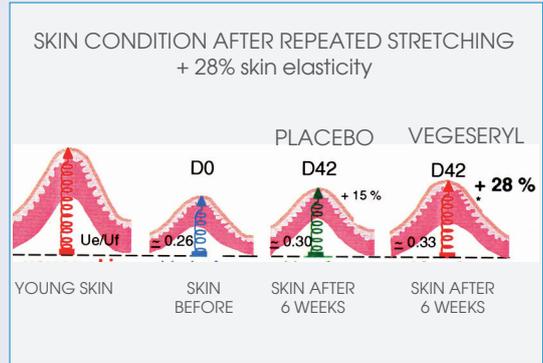
Micro-collagen is a micro-fragment of collagen produced by bio-synthesis from natural collagen.

SMOOTHING WRINKLES EFFECTIVELY

Micro-collagen has a genuinely powerful action since in vivo tests demonstrated collagen synthesis stimulation up to 117% over a period of 2 to 6 months. A reduction in deep wrinkles up to 68% was observed.

RESTORE THE SKIN'S SUPPLENESS

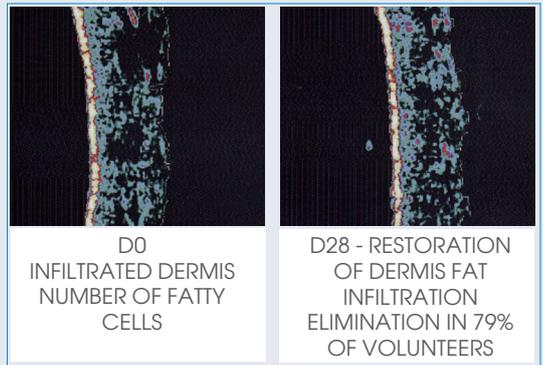
VEGESERYL is a high molecular weight plant protein hydro-resolution rich in albumins and globulins. It offers multiple actions: tightening and firming power, anti-wrinkle repairing action, improvement of skin suppleness, skin nourishing and regeneration.



E231 - BAGS REDUCER MASK

Two major problems are at the root of eye problems: water retention and fat retention. Two types of bags are therefore observed: water bags or fatty bags, with sometimes a combination of both phenomena. Therefore, the purpose of our Mask is to be a complete formula due to Redulite:

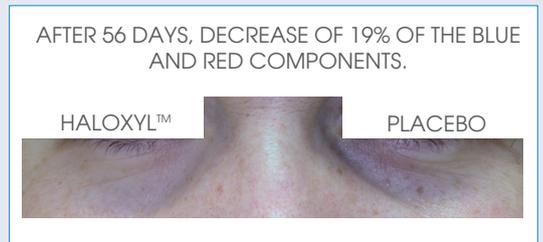
- It acts on water retention,
- It helps drain and eliminate fatty molecule infiltration located under the eye area.



E354 - ANTI-DARK CIRCLES FLUID

Everyone thinks that circles under the eyes are associated to the blood network state which is underneath. However, we can go further into the analysis of the purplish color circles origins. The less supple and less water-resistant vascular walls are actually provoking the dilatation and a blood stasis leading to a leak of the red corpuscles. The blood cells leak out of the vessels provokes their elimination, releasing their hemoglobin. The hemoglobin is degraded into Biliverdin (dark green-purple pigment) then into Bilirubin (orange to dark red brown pigment). While the microcirculation is deficient and too slow, the products of degradation of hemoglobin will form a localized blurring from purple to brown.

Understanding the circles formation through this analysis, ERICSON LABORATOIRE has developed a specific treatment to fight against the problem of circles combining 3 complementary active ingredients: Haloxyl, Dermawhite and Ronasphere.



BIOPTIC: EYE CONTOUR TARGETED PRODUCTS



E860 - TWIN-PATCH

Soaked in a gel complex, the TWIN-PATCH releases a combination of ingredients to fight signs of fatigue and provide an instant beauty treatment to the eyes. Rich in draining, decongesting, veno-tonic, moisturizing, and anti-aging active ingredients, these patches decrease the puffiness, reduce dark circles, fill fine dehydration lines and protect the area around the eye from premature aging. Results: the eye contour is noticeably smoothed, and the eyes look relaxed thus regaining their sparkle. Product approved by ophthalmological testing.

BIOPTIC SKIN CARE PRODUCTS

RETAIL



BI-PHASE MAKE-UP REMOVER - 125-ml / Ref. E16

SOOTHING LOTION - 125-ml / Ref. E230

REPAIR CONCENTRATE FLUID - 20-ml / Ref. E21

MICRO-COLLAGEN LIFTING - 20-ml / Ref. E229

BAGS REDUCER MASK - 20-ml / Ref. E231

ANTI-DARK CIRCLES FLUID - 20-ml / Ref. E354

PHYTO CAPSULES ANTI-FATIGUE - 50 capsules / Ref. E232

TWIN-PATCH - 6 patches / Ref. E860

PROFESSIONAL PRODUCTS



BI-PHASE MAKE-UP REMOVER - 250-ml / Ref. E06

SOOTHING LOTION - 250-ml / Ref. E234

REPAIR CONCENTRATE FLUID - 30-ml / Ref. E05

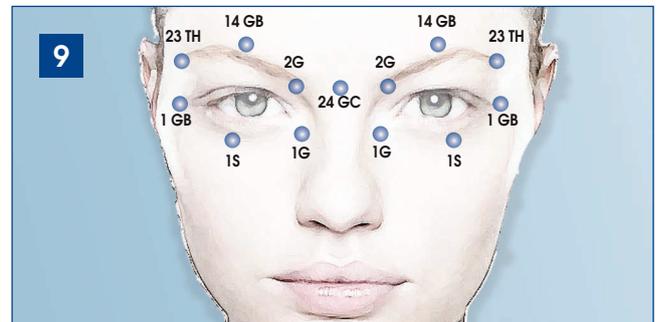
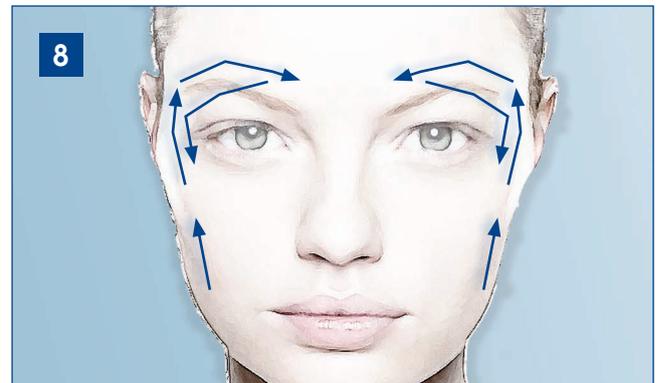
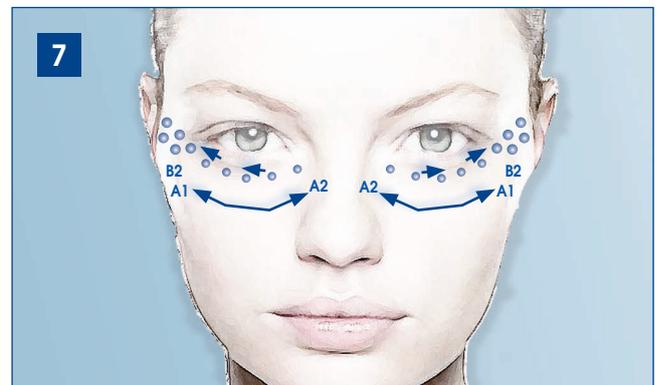
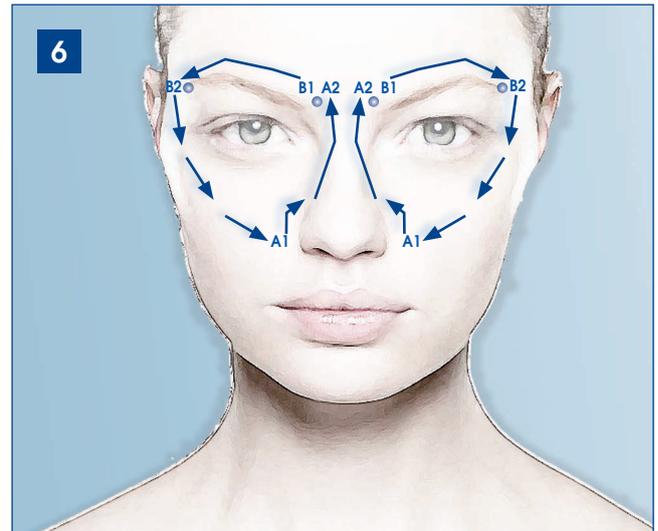
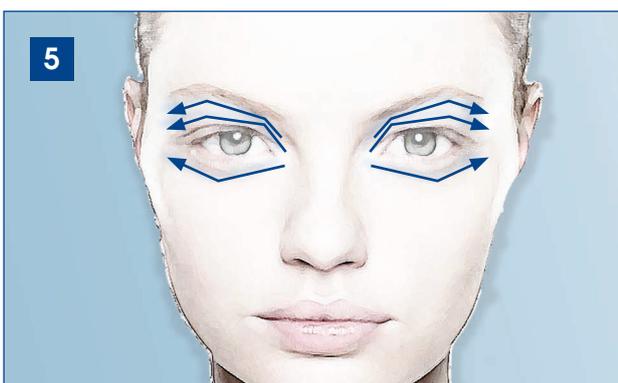
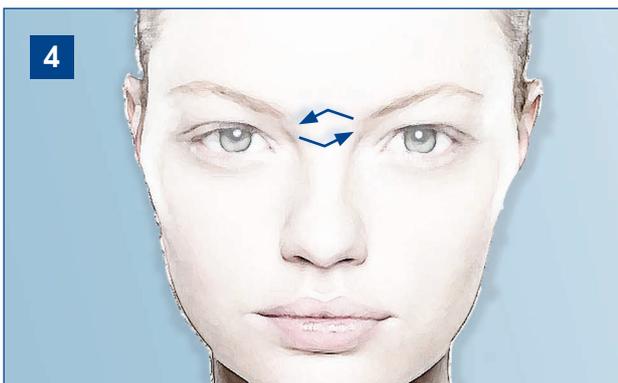
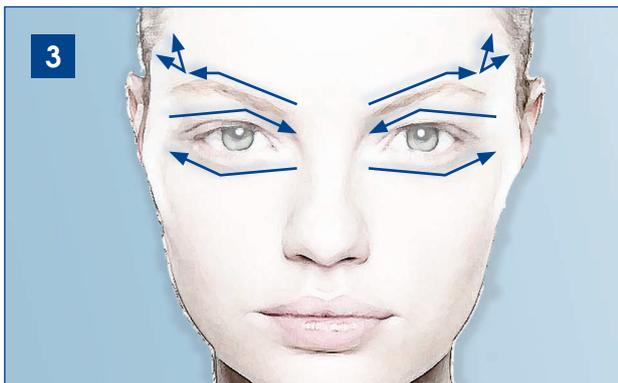
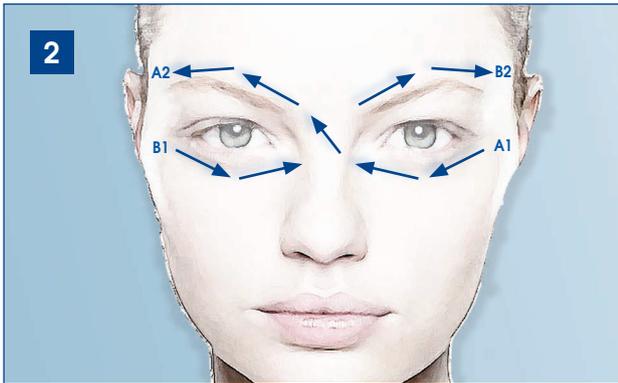
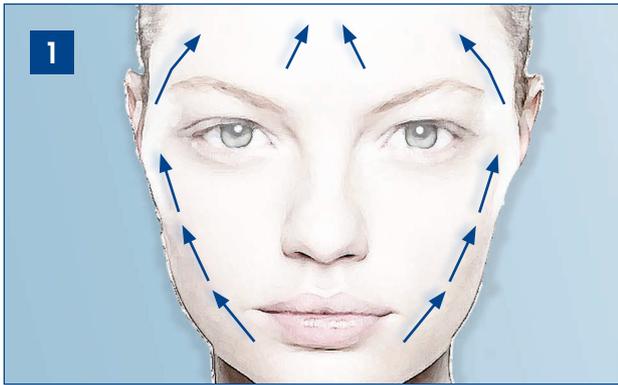
MICRO-COLLAGEN LIFTING - 30-ml / Ref. E233

BAGS REDUCER MASK - 30-ml / Ref. E858

ANTI-DARK CIRCLES FLUID - 30-ml / Ref. E859

TWIN-PATCH - 10 patches / Ref. E04

BIOPTIC: EYE CARE MASSAGE



BIOPTIC PROFESSIONAL TREATMENT PROTOCOL

SPECIFIC EYE CONTOUR TREATMENT

The eye contour is extremely fragile, reacting quickly to tiredness and it easily marks at an early stage, revealing dark circles, puffiness and wrinkles. To preserve youth and radiance, this delicate area must be taken care very early on.

Our Laboratories have developed a specific professional eye contour treatment capable of working on the 3 main problems of this fragile area: ANTI-PUFFINESS - ANTI-DARK CIRCLES - ANTI-AGING



1. Thoroughly shake the BI-PHASE MAKE-UP REMOVER E06 and remove all traces of eye make-up.



2. Apply the BAGS REDUCER MASK E858 to the eye contour and carry out a localized fingerpressure massage.



3. Massage with the REPAIR CONCENTRATE FLUID E05.



4. Place the TWIN-PATCH E04 on the lower lids and cotton pads soaked in the SOOTHING LOTION E234 on the eyes.



5. Leave the patches and compresses on for 15 mins and then remove.

6. Perform light massage with the excess gel remaining under the eyelids all round the eyes.



7. Application of Micro-collagen Lifting E233 on the eye contour.



8. Finish off the treatment by applying ANTI-DARK CIRCLES FLUID E859 to the eye contour.

TREATMENT DURATION = 30 MINUTES

This treatment can be carried out alone or as part of a facial protocol. Incorporate stages 2 and 3 in the facial massage before putting the mask on.

The patches and moistened cotton pads are put on during the mask.

Stages 7,8 and 9 are carried out after the face mask.

BIOPTIC SKIN CARE LINE

PRODUCTS	FUNCTIONS	ACTIVE INGREDIENTS & ACTIONS
<p>BI-PHASE MAKE-UP REMOVER FOR EYE ZONE</p> <p>RETAIL: 125-ml bottle Ref. E16 PROFESSIONAL USE: 200-ml bottle Ref. E06</p>	<p>Oil and water bi-phase formula that enables an effective and gentle eye makeup removal.</p> <p><u>Directions for use:</u> Shake the bottle, squeeze a small amount onto a cotton pad and gently remove make-up from the lids and lashes.</p>	<ul style="list-style-type: none"> • DISTILLED CORNFLOWER WATER: Congestion-relieving effect.
<p>SOOTHING LOTION</p> <p>RETAIL: 125-ml bottle Ref. E230 USAGE PROFESSIONNEL : 250-ml bottle Ref. E234</p>	<p>Softens, soothes and decongests the eyelids. Anti-free radical action.</p> <p><u>Directions for use:</u> Apply morning and evening on thoroughly cleansed eyes. If required, soak two cotton pads and leave on for a few minutes.</p>	<ul style="list-style-type: none"> • ORGANIC CORN FLOWER WATER: Congestion-relieving effect. • LITCHI EXTRACT: Moisturizing, softening. • AQUAXYL: Moisturizing, restructuring.
<p>REPAIR CONCENTRATE FLUID</p> <p>RETAIL: 20-ml tube Ref. E21 PROFESSIONAL USE: 30-ml tube Ref. E05</p>	<p>Smooths lines. Anti-dehydration, softening, decongesting and lipolytic actions: reduces under-eye bags due to puffiness.</p> <p><u>Directions for use:</u> Apply morning and night to the eye contour area after thoroughly removing make-up.</p>	<ul style="list-style-type: none"> • ALGISIUM C2: Lipolytic. • GINKGO BILOBA: Calming, draining. • VITAMIN E: Anti-free radical, anti-aging.
<p>MICRO-COLLAGEN LIFTING</p> <p>RETAIL: 20-ml tube Ref. E229 PROFESSIONAL USE: 30-ml tube Ref. E233</p>	<p>Fills wrinkles and lines. Instantly smooths the skin. Lifting effect. Makes eyes look radiant and fresh.</p> <p><u>Directions for use:</u> Apply in the morning on the eye contour.</p>	<ul style="list-style-type: none"> • MICRO-COLLAGEN: Stimulates the collagen synthesis. • VEGESERYL: Tightening, firming. • ELASTIN: Stimulates the fibroblasts.
<p>PHYTO-CAPSULES ANTI-FATIGUE</p> <p>RETAIL: Jar of 50 capsules Ref. E232</p>	<p>Draining, smoothing, anti-dehydrating and antioxidant action. Restores tone and elasticity.</p>	<ul style="list-style-type: none"> • BITTER GINGER: Antioxidant, calming. • SEA FENNEL: Draining, firming effect. • RED VINE: Antioxidant. • HYALURONIC ACID: Moisturizing, hygroscopic. Fills lines.
<p>BAGS REDUCER MASK</p> <p>RETAIL: 20-ml tube Ref. E231 PROFESSIONAL USE: 30-ml tube Ref. E858</p>	<p>Anti-puffiness draining action. Stimulates the microcirculation. Relieves congestion. Reduces fatty deposits.</p> <p><u>Directions for use:</u> Apply in a thin layer during the day or in a thick layer in the evening. Complete by pressing with your fingertips for 5 minutes to favour absorption and drainage.</p>	<ul style="list-style-type: none"> • REDULITE: Reduces under-eye puffiness, lipolytic. • LITCHI EXTRACT: Moisturizing and softening.
<p>ANTI-DARK CIRCLES FLUID</p> <p>RETAIL: 20-ml tube Ref. E354 PROFESSIONAL USE: 30-ml tube Ref. E859</p>	<p>Instantly reduces dark circles. Activates poor blood microcirculation and eliminates pigmentary deposits. Anti-inflammatory action.</p>	<ul style="list-style-type: none"> • HALOXYL: Activates the elimination of degradation pigments. • DERMAWHITE: Brightening. • RONASPHERE: Optically corrects dark circles.
<p>TWIN-PATCH</p> <p>RETAIL: box of 6 sachets Ref. E860 PROFESSIONAL USE: box of 10 sachets Ref. E04</p>	<p>Releases a combination of ingredients to fight signs of fatigue and provide an instant beauty treatment to the eyes.</p> <p><u>Directions for use:</u> Apply patches impregnated with gel on the lower eyelids. Leave on 15 minutes. Remove them gently. Massage the residual gel lightly to favour absorption.</p>	<ul style="list-style-type: none"> • REDULITE: Facilitates drainage. • GINKGO BILOBA: Draining, calming. • ESCULOSIDE: Congestion-relieving effect.