

D · E · J

A new pathway to younger-looking eyes



primary benefits

Intensive anti-aging eye cream helps firm the eye area, especially the upper eye lid. Powerful extracts, peptides and antioxidants help reduce the appearance of fine lines and wrinkles. A clinical study showed that 96% experienced an improvement in the look of fine lines, firmness and overall photodamage*. With ultra-rich moisturizers, the D·E·J eye cream™ helps to brighten, hydrate, and improve the overall appearance of the eye area.

points of difference

Addresses all of the signs of the aging eye, including the upper eyelid. Contains Dipalmitoyl Hydroxyproline, which has been shown to stimulate laminin synthesis, a key component of the dermal-epidermal junction. Palmitoyl Tripeptide-38 enhances synthesis of Collagen IV plus fibronectin at the DEJ. Palmitoyl Hexapeptide-14 and Goji Fruit Extract help to enhance collagen production and inhibit destructive enzymes in the skin. Sunflower Seed Oil Unsaponifiables help decrease dryness and improve skin's texture.

who benefits

All skin types and all ages, even those with sensitive skin and particularly those looking to improve the appearance of the eye area.

how to use

Pump a pearl-sized amount and apply along the orbital bone. This includes under the eye, to the cheek bone at the outer corners and underneath the brows. Avoid direct eye contact. Use twice daily.

*Data on file. Results may vary.



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F R E Q U E N T L Y A S K E D Q U E S T I O N S

1 Who should use D·E·J eye cream™? Anyone who wishes to reduce the appearance of fine lines and wrinkles and improve the overall appearance of the eye area. D·E·J eye cream™ can be used by all skin types.

2 What is the DEJ? The DEJ is the dermal-epidermal junction. It is a specific area of skin where the dermis meets the epidermis. During youth, this junction is very “wavy”. With age, this junction flattens and skin becomes more slackened. It’s a key area for skin cell communication and cohesion. Research has shown that addressing the health of the DEJ greatly affects the outward appearance of the skin.

3 What are the key ingredients that target the DEJ in this product? Dipalmitoyl Hydroxyproline helps to stimulate laminin synthesis to protect the integrity of the DEJ. Palmitoyl Tripeptide-38 stimulates multiple DEJ proteins including Collagen IV, Fibronectin, and Laminin-5.

4 How is D·E·J eye cream™ different than other eye creams? D·E·J eye cream™ was formulated to target the dermal-epidermal junction. It is unique in that it has been shown to improve the upper eyelid appearance. The D·E·J eye cream™ contains the most advanced ingredients to strengthen and firm the skin around the eye and provides intense moisturization.

5 What are the main ingredients in D·E·J eye cream™ that help reduce the appearance of fine lines and wrinkles? There are several ingredients which work together to reduce the appearance of fine lines and wrinkles, including Leontopodium Alpinum Meristem Cell Culture, Lycium Barbarum (Goji) Fruit Extract and Palmitoyl Hexapeptide-14.

6 How long will it take to see results? Results should be seen in 6 - 12 weeks with twice daily use. Results may vary.

7 Which ingredients provide moisture to the skin? A special form of Sunflower Seed Oil decreases dryness, flakiness and skin roughness. A blend of red and brown Algae Extracts moisturizes and softens the skin.

8 Does D·E·J eye cream™ contain antioxidants? Yes, D·E·J eye cream™ contains several powerful antioxidants including THD Ascorbate, Lycium Barbarum (Goji) Fruit Extract, Vitamin E, and Leontopodium Alpinum Meristem Cell Culture, derived from the Edelweiss plant. Dipalmitoyl Hydroxyproline has also been shown to scavenge free radicals.

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