

## BEAUTY

# With All Eyes on Our Eyes, Targeted Wrinkle Solutions in Demand

NewsUSA

(NU) - A combination of stress, lack of sleep, and increased time squinting at screens as a result of the ongoing coronavirus pandemic means that our eyes are working harder than ever.

Although there is cause for optimism, video meetings and face masks will likely be with us for some time. That means that all eyes are on our eyes and the wrinkles surrounding them, especially that stubborn spot between the brows, where vertical wrinkles known as “elevens” develop over time. These wrinkles can be some of the most challenging to address, and many eye-care products don’t do the job.

“Wrinkles in the eye area are a concern for many of our patients, especially now that everyone is paying more attention to each other’s eyes for communication while wearing masks and attending video meetings,” says Dr. Melissa Kanchanapoomi Levin, board-certified New York dermatologist and founder of Entière Dermatology.

“The eye area can be difficult to treat, but the right products and sun protection can make a difference,” Dr. Levin says.

An upgraded eye-care product from StriVectin is specifically formulated not only to improve the appearance of stubborn elevens, but also crow’s feet and under-eyelines and puffiness.

The new Intensive Eye Concentrate for Wrinkles PLUS has demonstrated visible improvement in wrinkles and skin puffiness around the eye area, starting in just five days. The cream also includes ingredients to help reduce the ap-



pearance of dark circles.

Key ingredients include a patented form of niacin known as NIA-114 that has been shown to strengthen the skin barrier, plus horse chestnut flower extract to target skin collagen and reduce the appearance of wrinkles. The skin around the eye area is uniquely delicate compared to other parts of the face, so a cream designed specifically for this area can have a noticeable impact on appearance.

In addition, arctic marine ferment, sourced from the Arctic Ocean, promotes hydration and helps neutralize the visible effects of blue light exposure to skin -- a valid concern given how much time people are spending in front of their screens due to the pandemic.

The cream is fragrance-free, ophthalmologist-tested, and non-milia inducing, and is designed for use on clean skin in the morning and evening.

StriVectin® Intensive Eye Concentrate for Wrinkles PLUS is available at department stores, specialty stores, Ulta, and StriVectin.com

For more information about the cream and other StriVectin products, visit [strivectin.com](http://strivectin.com).