

EYE•OLOGY

Cellular Eye Anti-Aging Programme
Programme Cellulaire Anti-Age Contour des Yeux

Much like the Swiss watchmaking industry, La Colline Cellular Research Laboratories strive to understand the workings of Time. A unique combination of finely calibrated active ingredients, the **exclusive CMAge® Complex** takes action at the heart of the “cellular clock” to sustain the skin’s three vital reflexes: oxygenation, protection and hydration. La Colline has perfected a comprehensive cellular skincare programme for the beauty of the eyes, **EYE•OLOGY**, whose innovative formulas derive their power from the brand’s advanced expertise in the mechanisms of aging.

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Cellular Eye Anti-Aging Programme

Inspired by sophisticated beauty care rituals, this intensive anti-aging treatment combines high-tech formulas with a relaxing, anti-wrinkle self-massage. To be carried out once per week for one month, it comprises three essential steps:

- **Step 1: REFRESH with Cellular Eye Destressing Icy Gel**, whose bio-mechanical action decongests the tissues,
- **Step 2: REVITALIZE with Cellular Eye Energizing Collagen Mask**, to stimulate cellular renewal and reorganize the cutaneous hydration process,
- **Step 3: SMOOTH with Cellular Eye Lift Essence**, whose instant lifting effect smoothes away signs of fatigue.

1/ Cellular Eye Destressing Icy Gel

Relaxing and Decongesting Treatment

This icy gel rich in natural plant extracts with decongesting (cornflower water) and soothing properties (extracts of chamomile, everlasting and witch hazel) smoothes the features and erases signs of fatigue. Its frosted texture is deliciously fresh and melting. On contact with the skin, it transforms into a serum, facilitating a relaxing self-massage that is ideal for brightening the eyes in an instant.

Apply the gel generously around the eyes and do the following massage with the middle and/or index finger (see explanatory diagrams on the inside of the lid).

Use once a week in a one-month programme, before applying Cellular Eye Energizing Collagen Mask.

• Relaxing self-massage

- 1 - Starting at the inner corners of the eyes, stroke smoothly over the upper eyelids to the temples and press, then come back round under the eyes using patting movements, as far as the eyebrows.
- 2 - Smooth the eyebrows between the index and middle fingers, then apply some light pressure around the temples. Repeat these movements 2 or 3 times.
- 3 - Press a few times at the bridge of the nose and then smooth around the upper and lower eyelids in circular motion, starting from the inner corners of the eyes.
- 4 - Smooth across the eyelids and press three times, working from the outer corners of the eyes towards the temples. Repeat these movements 2 or 3 times.

• Anti-wrinkle self-massage

- 5 - Apply slow and constant pressure from the inner corners of the eyes to the hairline.
 - 6 - Twist the pyramidal muscle (between the eyebrows) using both middle fingers and work up from the bridge of the nose to the forehead.
 - 7 - Smooth out crow’s feet using horizontal and vertical strokes in a cross.
 - 8 - Do little circular movement on crow’s feet. Repeat 4 times.
- Finish off the massage by placing the palms of the hands over the eyeballs, with eyes closed, and apply faint pressure then release. Repeat several times to deepen the feeling of relaxation.

2/ Cellular Eye Energizing Collagen Mask

Energizing and Revitalizing Treatment

Its composition, based on a sheet of collagen whose biomatrix forms a three-dimensional fibrous network similar to that of the skin, gives this mask a perfect affinity with the epidermal cells. Activated by a solution containing a high concentration of the **CMAge® Complex**, the mask boosts the cells’ energy and replenishes the skin with collagen peptides identical to its own. A veritable reservoir of moisture, it has a remarkable capacity to rehydrate the tissues. Suppler, firmer and more elastic, the skin around the eyes looks well-rested, radiant with fresh new beauty.

Tear open the envelope and take out the mask. Apply for about 30 minutes, with the non-woven gel-coated side covering the entire eye area and temples. Keep the eyes tightly closed and take care to maintain perfect contact between the mask and the face.

Use once per week as a one-month cure after the massage with Cellular Eye Destressing Icy Gel.

3/ Cellular Eye Lift Essence

Smoothing and Firming Treatment

Formulated with a hibiscus extract and the **anti-aging CMAge® Complex** to moisturize the tissues while improving cutaneous firmness and elasticity, this serum forms an ultra-mild tensing film that smoothes the eye contours in an instant. Diffusing agents reflect the light to tone down the appearance of under-eye dark circles and fine lines. The eyes come alive with newfound radiance.

As part of the programme, apply once per week after Cellular Eye Energizing Collagen Mask. To prolong its benefits, apply the serum alone morning and night for one month.

Apply in small dabs around the eyes, tap lightly with the fingertips to help penetration, then smooth the eyelids.

For a more intensive moisturizing and anti-aging effect, follow with the application of Cellular Vital Eye Cream.

