

Lumixyl Revitaleyes is clinically proven to lighten dark under-eye circles

The SilDerm Group has just launched Lumixyl Revitaleyes Brightening Eye Cream, the first and only eye cream that uses the latest Decapeptide-12 technology to roll back the years by rejuvenating the eyes. It has been shown to be especially effective in lightening the dark circles around the eyes, a particularly common problem in Asian women due to the darker pigmentation of the skin.



Before & After Lumixyl Treatment

The eyes are probably the most attractive of our physical features, yet the area of skin around them is one of the most sensitive. This is often the first area to show the ravaging signs of age which include dark circles, fine lines and wrinkles, dryness and inflammation. Most proprietary eye creams tackle just one or two of these issues, but Lumixyl Revitaleyes is the first product specifically designed to rejuvenate the eyes by comprehensively treating and correcting all

four factors.

Lumixyl Revitaleyes uses the skin brightening Decapeptide-12 technology which inhibits over production of melanin, which is the natural dark pigment in the skin. Overproduction of melanin causes sun and liver spots on the hands and face and dark rings under the eyes.

Decapeptide-12 technology was developed recently at Stanford University in the USA and has been shown in clinical trials and published in respected dermatology journals, to effectively reduce the overproduction of melanin. It does this without causing problems such as permanent skin bleaching, thinning of the skin, irritation or redness associated with other products.



As well as combating hyperpigmentation, Lumixyl Revitaleyes contains the other proven ingredients that tackle the iron deposits, inflammation, dry lines and wrinkles, which make it the most comprehensive, professional-strength treatment for combating dark under-eye circles. The result is a, brighter, smoother and firmer skin around the eyes that gives a more even skin tone as well as a younger and more youthful appearance.

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Note to Editors

Hi resolution images available on request

For samples to review please contact colin@ultimediapr.co.uk

Ingredients of Lumixyl Revitaleyes Brightening Eye Cream

Lumixyl Revitaleyes Brightening Eye Cream contains **NO** steroids or hydroquinone, so will not cause the skin damage associated with those compounds. The decapeptide-12 technology has been show in published clinical trials to be effective and showed no skin sensitivity or irritation.

Decapeptide–12, the first real alternative to hydroquinone, reduces overproduction of skin pigment (melanin) to brighten the skin around the eyes

Chrysin, N-Hydroxysuccinimide, EDTA - Decreases the look of dark under-eye circles caused by excessive melanin and iron deposits

Dipotassium Glycyrrhizate - This botanical anti-inflammatory naturally reduces the appearance of inflammation, swelling and shadowing around the eyes

Glycerin, Butyrospermum Parkii (Shea) Butter, Sodium Hyaluronate – hydrates the skin, promoting a smooth texture and reduces the appearance of dry fine lines

Palmitoyl Oligopeptide, Palmitoyl Tetrapeptide-7, Bambusa Vulgaris Extract, Pisum sativum (Pea) Extract - A powerful anti-aging cocktail that reduces the appearance of wrinkles around the eyes

More about SilDerm Group

The SilDerm Group has a strong pharmaceutical background and the company's aim is to establish a major worldwide healthcare brand with products developed to create Beauty Through Science. The development of all SilDerm's products is based on sound scientific and medical research and all products have proven effectiveness. Developed in leading University research centres in the USA, SilDerm's product range includes:

SilDerm™ Stretch Mark Prevention and Repair

SilDerm™-Lumixyl™ Skin Brightening Treatment

SilDerm™-Lumixyl™ Revitaleyes Brightening Eye Cream

SilDerm™-Celfix™ Anti-Ageing Treatment

SilkPeel Dermalinfusion System

Further products and treatments are scheduled for launch during 2012.

Since it's formation in 2009, SilDerm Limited has gone from strength to strength. In addition to working directly with the professional beauty trade, the company currently has UK partnerships with Urban Retreats in Harrods in London and Harvey Nicholls in Manchester. International expansion began in late 2011 with a distribution agreement in Japan, and new territories within Europe and the Middle East are scheduled to come on stream in mid-2012 as part of their controlled organic growth strategy.

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