

# EltaMD® Renew Eye Gel

## Product Information

- Helps eliminate the appearance of under-eye puffiness, dark circles, fine lines and wrinkles.
- Oil-free formula with hyaluronic acid and natural extracts improves skin quality and brightness
- Contains a unique peptide shown to reduce the appearance of fine lines and wrinkles after 30 days<sup>1</sup>

VISIBLE RESULTS WITHIN 30 DAYS<sup>1</sup>



<b>Label uses</b>	EltaMD Renew Eye Gel helps eliminate the appearance of under-eye puffiness, dark circles, fine lines and wrinkles while generating brighter, healthier skin. Special peptides and natural extracts support the skin matrix to help prevent and reduce the appearance of skin aging. Significant results are usually visible within 30 days.
<b>Directions</b>	Use daily, morning and night, under makeup or alone. Apply small amount to skin area around eye area and massage in gently.
<b>Package size</b>	0.5 oz / 15 mL
<b>Dispenser type</b>	Airless pump
<b>Application per package</b>	Varies by application amount and size of area covered
<b>Ingredients</b>	Purified Water, Acetyl Hexapeptide-3, Cyclopentasiloxane, HDI/Trimethylol Hexyllactone Crosspolymer, Saccharomyces Cerevisiae Extract, Glycerin, Glycosaminoglycans, Palmitoyl Tripeptide-5, Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer, Polyisobutene, PEG-7 Trimethylolpropane Coconut Ether, Calcium Ketogluconate, Niacinamide, Silica, Panthenol, Sodium Hyaluronate (Hyaluronic Acid), Tocopheryl Acetate, Ascorbyl Palmitate, Retinyl Palmitate, Citrullus Vulgaris (Watermelon) Fruit Extract, Pyrus Malus (Apple) Fruit Extract, Lens Esculenta (Lentil) Fruit Extract, Sodium Lactate, Sodium PCA, Butylene Glycol, Phenoxyethanol, Iodopropynyl Butylcarbamate, Sodium Bisulfite, Disodium EDTA, Sodium Hydroxide, Citric Acid.
<b>Availability</b>	Physician-dispensed only
<b>Item #</b>	02298

<sup>1</sup>Lipotec S.A. Peptides & Delivery Systems (2006) "Argireline an anti-aging peptide"

EltaMD®: The Science of Skin Care Delivered Safely

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# EltaMD® Renew Eye Gel

The thin, delicate skin around the eyes is where the first signs of aging usually appear in both men and women. Because this skin is less than half the thickness of skin in other areas, it requires special care.

Harsh chemicals and invasive procedures at one time were considered the only way to correct and prevent the puffiness, dark circles, and fine lines and wrinkles that develop in damaged or aging skin. Breakthrough advancements in skin care technology now make true rejuvenation of skin around the eyes and the underlying skin matrix possible with a gentle yet effective topical approach.

Based on our medical heritage in skin care and wound care product development, EltaMD has formulated Renew Eye Gel with a fusion of innovative peptides, extracts, vitamins and other anti-aging ingredients. This unique blend of elements work to diminish and eliminate the appearance of dark circles, fine lines and wrinkles, and puffiness. Renew also improves skin quality and brightness for a healthier-looking, more even skin tone and youthful appearance.

Renew's advanced formula harmonizes an array of complex, anti-aging ingredients that correct the appearance of multiple common skin issues. Based on testing, significant improvement of skin quality in the eye area is visible within 30 days when Renew is used every morning and night.

**Argireline™ peptide in EltaMD Renew Eye Gel works to diminish the appearance of fine lines and wrinkles.<sup>2</sup>**



**Argireline™ peptide, a key ingredient in EltaMD Renew Eye Gel, helps improve the appearance of fine lines and wrinkles.<sup>3</sup>**

## Erase the appearance of fine lines and wrinkles with Renew

Repetitive facial muscle contractions that produce smiles and frowns will eventually create creases and wrinkles. Even during sleep, tension continues in the facial musculature. The reduction of existing lines and wrinkles and the prevention of new ones can be achieved by relaxing perpetual tension in the eye area.

The breakthrough peptide Acetyl Hexapeptide-3 (Argireline®) achieve results previously possible only with painful, toxic injections. This fast-acting peptide relaxes eye area muscles that create expression lines and wrinkles not by paralyzing them but by interrupting the chemical signal that causes the contractions. The relaxation of the muscle smoothes out and reduces the depth of wrinkles while allowing fine lines to virtually disappear.

To further reduce the appearance of wrinkles and prevent future breakdown, Renew special peptides and natural extracts support the skin matrix to help prevent and reduce the appearance of skin aging. This greatly improves skin suppleness, elasticity and hydration, allowing the skin to resist and bounce back from the daily damage that we call aging.

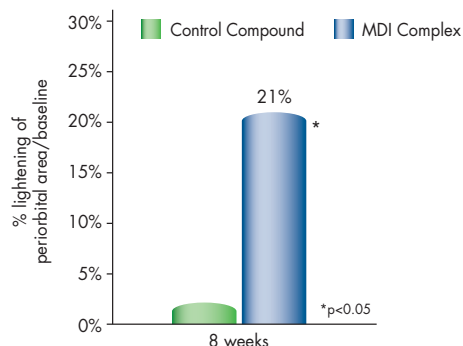
<sup>1,2,3</sup>Argireline Peptide [Technical Report, Rev. 28]. Barcelona, Spain: Lipotec; 2014.

## Diminish the appearance of dark circles with Renew

One common cause of dark circles is pooled blood under the eyes. When tiny veins or capillaries in the under-eye area break and leak blood, the blood appears as under-eye bruises or dark circles. The capillaries break because they are not adequately supported by the skin matrix. A healthy, strong skin matrix that can support the capillaries is key to eliminating dark circles. This result requires rebalancing the natural cycle of collagen and elastin breakdown and regeneration. The enzyme matrix metalloproteinase or MMP is useful in breaking down and recycling damaged collagen and elastin proteins. However, as aging reduces the production of these two proteins, the level of MMP activity is not similarly lowered, so too much collagen and elastin are broken down. This breakdown makes the skin matrix less able to support the microcirculation system under the eye, causing capillaries to break and leak blood that pools under the eye as dark circles.

Complex proteins called glycosaminoglycans (GAGs) reduce excessive MMP levels. By reducing MMP levels, GAGs help correct the ratio of MMPs to elastin and collagen, promoting blood vessel support and the development of thicker, stronger skin under the eyes. The result is visibly reduced or eliminated dark circles, giving your skin a brighter, more youthful appearance.

**The unique GAG compound in Renew lightened under-eye dark circles by 21% in only 8 weeks.<sup>3</sup>**



<sup>3</sup>Atrium Biotechnologies Inc., June 8, 2004, MDI Complex – A Marine-Derived Innovation for Your Skin, 10

## Ease under-eye puffiness with Renew

Fluid buildup is a common source of puffiness or swelling around the eyes. To diminish or eliminate puffiness, under-eye fluid build-up must be stimulated to flow away from the area. EltaMD Renew Eye Gel joins nature and science to visibly correct under-eye puffiness. *S. Cerevisiae* Extract (SCE) is a yeast-derived peptide that functions to stimulate microcirculation in the under-eye area. The increased circulation causes fluid to disperse from the under-eye area, helping to eliminate unwanted puffiness.

**Test results indicate that the SCE peptide compound in Renew increases blood flow by 43% when applied for three consecutive days.<sup>4</sup>**

	Positive Control Compound	SCE Peptide Compound
Mean Blood Flow*	2329	3000.5
Blood Flow Increase*	0%	43%

\*perfusion units

<sup>4</sup>Active Concepts, Jan. 6, 2010, In Vivo AC DermaPeptide PP Circulation Analysis, Version 1, 1