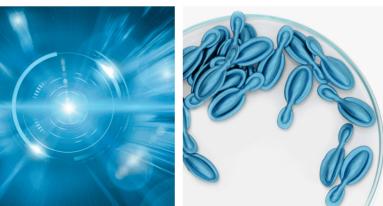


TECHNICAL PROTOCOL

EYE ZONE







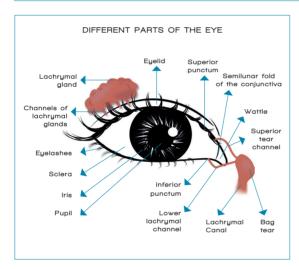


MULTI-CARE 360°

The physiology of the eye contour is complex, as a particularly vulnerable and sensitive area. In fact, the skin around the eye is thinner than any other area on the body and is therefore much more sensitive to environmental stresses, such as the sun and pollution, as well as those related to chronological aging. It is also the first to experience fatigue and signs of aging, with the appearance of dark circles, puffiness or fine lines.

The beauty of the eye contour is therefore an area of great concern and requires a fully adapted treatment approach, given the natural fragility of this part of the face.

SKIN PHYSIOLOGY OF THE EYE CONTOUR



With a thickness of about 0.5 millimetres, the skin around the eye contour is on average 5 times thinner than the rest of the face.

The eyelids are a part of the body with very few sebaceous and sweat glands. As a result, the two main components of the hydrolipidic film are missing: sebum and sweat. The skin around the eye contour is therefore more prone to dehydration and dryness, and poorly protected from external aggressions.

In addition to a thinner dermis and a naturally poor-quality hydrolipidic film, the layer of adipose tissue in the hypodermis is much thinner than elsewhere on the body.

The skin of the periorbital region, low in collagen and almost devoid of hypodermis, imposes a constraint with automatic repercussions on all three constituent layers of the skin's eye contour.

SKIN PROBLEMS OF THE EYE CONTOUR

WRINKLES

These are the result of an inevitable depletion of structural proteins (elastin and collagen) in the dermis, as well as the degradation of the extracellular matrix due to intrinsic aging. These wrinkles are accentuated over the years, though also through the effects of external aggressions such as the sun or pollution, which generate numerous free radicals. The extracellular matrix of the area around the eyes gradually tapers, reducing the quality of the dermal connective tissue and further deepening fine lines and wrinkles.







DARK CIRCLES

Dark circles are characterized by a discoloration that usually affects the lower eyelids, but in some cases may also concern the upper eyelids.

There are two types of dark circles:

- Occasional dark circles due to poor blood flow, which appear with fatigue or lack of sleep.
- Dark circles caused by hyperpigmentation of the skin.

CIRCULATORY DARK CIRCLES



The thinning of the skin under the eyes emphasizes dermal structures and the blood vessels become more visible, hence the blue color of some dark circles. They are directly related to micro-circulatory disorders, in which the wall of the capillaries becomes distended and promotes venous stasis, affecting the proper return of blood into the vessels. This results in a subcutaneous bluish-greenish pigmentation, all the more apparent under the thin skin of the eyelids.

HYPERPIGMENTED DARK CIRCLES



Skin hyperpigmentation is explained by the excessive production of melanin. The main role of melanins is to protect against UV radiation, as well as offering the skin its natural color (or skin tone).

Hyperpigmentation is generally found in the lower eyelid – it starts from the inner corner of the eye and spreads towards the cheek – though, in some cases, it may also cover the upper eyelid.

PUFFY EYES



Bags are caused by excessive swelling of the eyelids, with two different causes:

- Oedematous under-eye bags are caused by lymphatic stagnation, with maximum volume in the morning after awakening as the ocular muscles rest overnight. They tend to decrease during the day, due to repeated blinking of the eyelids which activates this microcirculation
- Genetic under-eye bags are the result of excess fat cells, secondary to the migration of the orbital fat that
 protects the eye, due to the slackening of the skin and muscles around the eye. Efficient reduction of
 puffiness is possible through fighting the effects of aging.

SAGGING



Drooping eyelids or eyelid ptosis are mainly due to skin sagging. This is a natural phenomenon linked to skin aging and due to the weakening of elastin fibers resulting in a loss of skin elasticity and tone.

- The fatty layer naturally lining the inside of the eyelids also undergoes changes due to the alteration of support fibers, complicating the problem of ptosis with the appearance of bags under the eyes.
- This area is all the more fragile because the muscles responsible for blinking are in constant use throughout the day.

The upper eyelids can then become loose, giving a tired look, and even lead, in extreme cases, to ocular discomfort.

EYE ZONE RANGE OBJECTIVE

The EYE ZONE range has been developed to address the various specific problems of this fragile area: dark circles, puffiness, fine lines, sagging...

It includes 6 targeted products with high concentrations of innovative active ingredients designed for the eye contour area, which is particularly sensitive to the effects of fatigue and skin aging, and offering immediately visible results.

The EYE ZONE range is fragrance-free and has been ophthalmologically tested. It has also been clinically evaluated to certify its effectiveness.

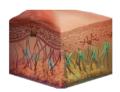
The EYE ZONE technology is designed to offer a dual anti-fatigue and anti-aging action thanks to a complex combining an innovative ferment extracted from an extremophilic micro-organism and a fast-absorbing revitalizing peptide to act on wrinkles, bags and dark circles. Each formula also includes complementary active ingredients that reinforce these actions and offer additional specific benefits for tailor-made eye contour solutions.

Conclusion:

All of ERICSON LABORATOIRE's cosmeceutical innovation has been concentrated in this new range in order to provide targeted solutions that are perfectly adapted to this particularly fragile area, which suffers the effects of time earlier than other zones of the face. The formulas of the EYE ZONE range benefit from the latest cosmetic advances to combine performance and effectiveness while favoring sensorial textures and immediate comfort sought after by increasingly demanding clients.

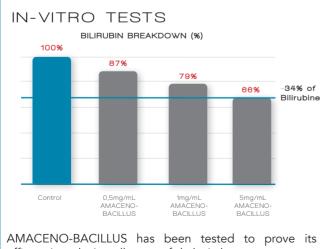
THE TECHNOLOGY

AMACENO-BACILLUS, MULTI-TARGET ACTIVE INGREDIENT FOR SKIN UNIFORMITY



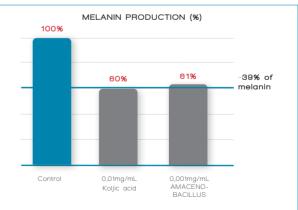
Derived from a specific ferment extracted from an extremophilic microorganism which lives in a halophyte plant – in other words, adapted to salty environments: the arthrocnemum macrostachym, a typical plant of Spain and North Africa.

AMACENO-BACILLUS was selected due to its broad spectrum of action on both keratinocytes and fibroblasts and for its efficacy in reducing dark circles, wrinkles and under-eye bags, as well as its tensing effect on eyelid ptosis.



efficacy in reducing all types of dark circles

Following these tests, a 34% decrease in BILIRUBIN could be observed.



AMACENO-BACILLUS was tested to prove its efficacy in reducing melanin and, as a result, in reducing hyperpigmented dark circles. It was compared to the action of kojic acid.

Following the tests, a 39% decrease in melanin was observed, demonstrating the efficacy of AMACENO-BACILLUS in reducing brown circles.

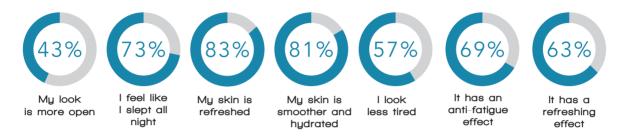
HEXALIFT, ANTI-FATIGUE HIGH TECH PEPTIDE

HEXALIFT is a specific bio-peptide capable of effectively combating these repeated stresses and restoring essential physiological processes.

This innovative active ingredient makes it possible to regain the uniform appearance of resilient skin. Obtained via biotechnology, this combination of six amino acids can be rapidly absorbed by skin cells for long-lasting action on the various problems faced by the eye contour.

IN-VIVO TESTS

Self-assessment with a panel of volunteers consisting of 22 men (aged 34 to 50 years – 5 to 6 hours of sleep per night) and 24 women (aged 50 to 64 years – 5 to 6 hours of sleep per night). Application of a cream containing 2% HEXALIFT twice daily for 28 days on the area around one eye.

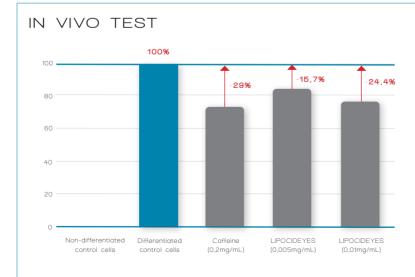


The various tests carried out prove the overall efficacy of HEXALIFT on dark circles, bags, wrinkles and inflammation resulting from various oxidative stresses.

LIPOCIDEYES, INNOVATIVE TETRAPEPTIDE FOR YOUTHFUL EYE CONTOUR

LIPOCIDEYES is a biotech-derived tetrapeptide offering a targeted action to improve the appearance of the eye contour by reducing bag volume and the coloration of dark circles, as well as skin damage in this fragile area.

LIPOCIDEYES contributes to a reduction in the appearance of fatty and aqueous bags by reducing vascular permeability, while facilitating the breakdown of bilirubin for a significant reduction in the coloration of dark circles.



The cells were incubated in a preadipocyte growth medium for 24 hours and were used as a control. The differentiation of pre-adipocytes into adipocytes was induced with a solution conducive to their differentiation and treated with different concentrations of LIPOCIDEYES for 8 days. Separately, a caffeine solution was used as a positive control for the inhibition of lipid accumulation.

After the LIPOCIDEYES test, lipid accumulation was significantly reduced by 24%.

GLYCASERYL, FOR THE PROTECTION AND HOMOGENEITY OF THE EYE CONTOUR



This complex of plant-based ingredients has been designed to act on the entire eye contour but specifically targets eyelid ptosis. This is caused by fat, bone and muscle changes in the suborbital area, as well as a reduction in fibroblast activity causing a decrease in skin thickness and tone.

Its efficacy is based on: the reduction of glycation, responsible for signs of skin fatigue, the strengthening of dermal structures: collagen, elastin and extracellular matrix.

GLYCASERYL is derived from the combination of extracts from Albizia julibrissin, or the Persian silk tree, and Asteraceae Sigesbeckia orientalis or St. Paul's wort, used in traditional medicine and also known for its calming and healing properties.



The figure illustrates the effects of 3% GLYCASERYL after two months of application: a significant improvement in volume (-14.1%), depth (-9.5%) and the plumping of wrinkles (+11.2%).

ARCTIVIEW



This active ingredient extracted from a ferment of bio-marine origin is capable of acting on all the characteristics of skin aging around the eyes, responsible for a reduction in the activity of fibroblasts leading to a decrease in the thickness of the dermal cushion. It reinforces the components of the extracellular matrix and also has the particularity of protecting the skin from blue light.

It allows to effectively fight against the effetcs of digital aging, to contribute to the smoothing of wrinkles and fine lines and to support the lifting of the upper eyelids.

OLEOCILS



OLEOCILS is a natural active ingredient obtained through the extraction of plant molecules that are particularly rich in synergistic bioactive compounds that modulate the key factors and signaling of biological pathways involved in the life cycle of the hair follicle.

It contains natural oils rich in omega 6 and respects the biological functions of protection and homeostasis of the ocular surface.

This active ingredient helps protect and strengthen the quality of the lashes.

THE EYE ZONE PROFESSIONAL TREATMENT PROTOCOL

As an extremely fragile area, the eye contour reacts very quickly to fatigue and becomes marked by the signs of aging early on, causing dark circles, puffiness and wrinkles: to preserve the youth and glow of the eye contour, this delicate area should be treated very early and regularly.

To treat this area, it is important to be able to offer a treatment program that can be integrated into all skincare protocol or as a single treatment for the eye area, depending on the skin's needs.

Our laboratories have developed a specific professional eye-contour treatment capable of acting on all the main concerns of this specific zone.

Using a combination of highly effective formulas and manual techniques, this protocol is designed for the delicate eye area and helps reduce wrinkles, dark circles and puffiness. The result is an energized, brighter and younger looking eye contour.

It can be offered as a stand-alone 45-minute protocol or included as an added value in other skin care protocols (90-minute global version including a 75-minute facial and a 15-minute specific eye treatment).

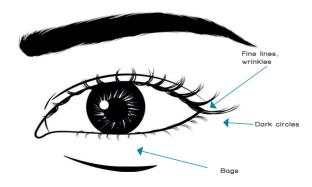
It is performed with a tool specifically designed to optimize the protocol's results and respect the fragility of the fine skin around the eyes.

EYE-PRECISION MASSAGER



The ergonomically designed rotating-ball massage head allow you to follow the shape of the eye contour for an optimal massage.

The Eye-Precision Massager effectively promotes blood and lymphatic circulation for a rapid decrease in puffiness and dark circles, while contributing to the fight against wrinkles for a lifting effect, leaving the skin smoother and firmer. The faster absorption of active principles contributes to the efficacy of moisturizing, soothing and nutritious ingredients.



EYE-PRECISION MASSAGER PROTOCOL



The massage will be carried out with slow and gentle movements to respect the delicate and fragile skin around the eye. The material of the Eye-Precision Massager in stainless metal diffuses a cooling effect on the eye contour, favoring vasoconstriction of the blood capillaries, facilitating the drainage of toxins, and contributing to the reduction of puffiness and dark circles.

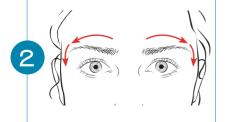
To treat this particularly fine and fragile area, it is important to carry out a cure that can be integrated into all facial or eye-contour treatment procedures, according to skin needs. For this, we must focus on specific evolutions into the dermis and the epidermis.

The massage with the tool will be at least 10 minutes for a beneficial relaxation effect and optimal efficiency. It will be done following the manual preparatory massage lasting about 5 minutes. Each movement will be repeated 3 times.

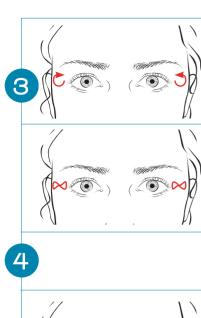
Facial skin contact: place the 2 EYE-PRECISION MASSAGERS on each temple.



Smooth the lower eyelid, from the inner to the external part.



Place the 2 tools between the eyebrows and start smoothing above the eyebrow line up to the temple.

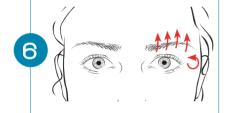


On the temple, provide 3 circular movements, then shape an 8-movements: 3 times.

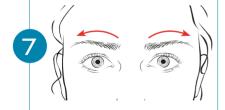
Repeat phases 1 to 4: 3 times.



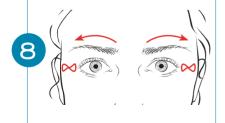
Work on one eyelid: place the 2 tools at the head of the eyebrow, with an alternative movement, smoothing up the eyebrow to the temple and finish with a circular movement on the temple.



Repeat movement n°5 on the other eyebrow.



Smooth the 2 eyebrows in simultaneous movements.



Provide a gentle, smoothing massage on the entire eye contour and finish with an 8-movement on the temples. Gradually, lift the 2 EYE-PRECISION MASSAGERS.

CLEANSING:

After the massage, remove the magnetic ergonomic tip, clean it and its receptacle with soapy water, dry them with a towel or disposable paper, then use an antiseptic product to finalize the cleansing. Store the EYE-PRECISION MASSAGER in their case.

EYE ZONE PROFESSIONAL TREATMENT PROTOCOL

As an extremely fragile area, the eye contour reacts very quickly to fatigue and becomes marked by the signs of aging early on, causing dark circles, puffiness and wrinkles: to preserve the youth and glow of the eye contour, this delicate area should be treated very early and regularly. Our laboratories have developed a specific professional eye-contour treatment capable of acting on the main problems of this fragile zone.

PUFFY EYES	DARK CIRCLES	WRINKLES	SAGGI	NG
Т	4-SESSION ⁻ REATMENT FREQUE		EEK	
E143			ER, then remove eye	3 min.
2			ATIGUE FLUID E1060 on the eye contour.	5 min.
3 E1082 E1082		L NUTRI-REGENERA e around the eye co	TING CREAM E1062 ntour.	5 min.
4		SION MASSAGERS	E1068 on the entire ely – see professional	10 min.
E1055 E1055 ERICSON ERICSON ERICSON	contour area, maki temple. Position th the eye to adjust th the steps on the ot	from the backing shing sure to apply the e cut-out part toward e patch to the shape ther eye. Apply two controls.	eet. Apply to the eye wider part onto the ds the inner corner of of the eyelids. Repeat cotton pads soaked in ye on for 20 minutes.	20 min.
6 E1083 WASGON	LIGHT MASSAG Apply the YOUTH	E LIFT GEL E1063 with	ı a light massage.	2 min.
# 050010N TD545	TREATMEN	NT LENGHT:	TREATMENT FREQ	UENCY:

INTEGRATING THE EYE ZONE TREATMENT INTO A FACE CARE PROTOCOL

Specifically designed to provide a complete solution to all the fundamental needs of the eye contour area. Perfectly adapted to all types of clients who require a focused eye contour treatment or a complete face & eye contour protocol. The soft and velvety textures support the efficiency and visible results. The added value provided by the professional tool makes it a treatment in its own right, perfectly combining technicality and holistic relaxation. The results are immediately visible: the eyes are more relaxed and open, the eyelids appear lifted, wrinkles are smoothed out and the skin is softer and smoother.

ADDITIONAL STEPS TO	INTEGRATE THE EYE ZONE TREATMENT WITHIN A FA	ACE
ERICSON ERICSON AMERICAN	CLEANSING/MAKE-UP REMOVAL	
(ST000)	EXFOLIATION	
3	APPLICATION OF THE FACE SERUM(S)	
CORP. BOSICO	APPLICATION OF THE INSTANT ANTI-FATIGUE FLUID E1060	2 min.
S SEGON ERICSON MARKETERS	FACE MASSAGE + EYE CONTOUR MASSAGE WITH THE GLOBAL NUTRI-REGENERATING CREAM E1062 & THE MASSAGE TOOL	10 min.
Encson Encson	APPLICATION OF THE EYE PATCHES E1055	1 min.
ERICSON	APPLICATION OF THE FACE MASK	
8	REMOVAL OF THE EYE PATCHES E1055	1 min.
9	REMOVAL OF THE FACE MASK	
10	APPLICATION OF THE YOUTH LIFT GEL E1063	1 min.
ERICSON	APPLICATION OF THE FINISHING CREAM	

HOME SKINCARE PRODUCT RANGE



PROFESSIONAL SKINCARE PRODUCT RANGE



CUSTOMIZED HOME CARE TREATMENT

Concerns Products	Wrinkles	Eye Bags	Dark Circles	Fatigue	Sagging	Discomfort
Phyto-calming lotion		×		×		×
Global nutri- regenerating cream	×				×	×
Instant anti-fatigue fluid		×	×	×		
Youth lift gel	×			×	×	
Elixir serum capsules	×	×	×			
Total contour patches	×	×	×	×		

EYE ZONE SKIN CARE LINE

PRODUCTS	FUNCTIONS	ACTIVE INGREDIENTS & ACTIONS
PHYTO-CALMING LOTION Recommended in case of eye fatigue and for contact lens wearers RETAIL: 125ml bottle - Ref. E1059. PROFESSIONNEL USE: 200ml bottle - Ref. E1064.	 Refreshing and ophthalmologically tested formula Enriched with soothing and smoothing plant extracts The eye zone looks rested and revitalized Directions for use: At home use: soak 2 cotton pads with this cornflower water and moisturizing active ingredients infused lotion. Apply morning and/ or evening to perfectly cleansed eyes. Professional use: refer to professional protocol. 	 HEXALIFT: anti-glycation, anti-fatigue. AMACENO-BACILLUS: anti-aging and firming, anti-dark circles, reduces puffy eyes. ARAEUMAT PERPETUA EXTRACT: decongestant, calming. ROMAN CHAMOMILE EXTRACT: soothing and softening properties. CORNFLOWER EXTRACT: soothing and decongestant properties. ALOE VERA EXTRACT: regenerating, moisturizing and healing properties. CENTELLA ASIATICA EXTRACT: repairing and healing properties.
INSTANT ANTI-FATIGUE FLUID Instant brightening effect RETAIL: 15ml tube - Ref. E1054. PROFESSIONNEL USE: 30ml tube - Ref. E1060.	 Light illuminating texture Energizing peptide complex Minimized dark circles, rested looking eyes Directions for use: At home use: lightly pat a small amount onto the eye contour. Professional use: apply a thin layer and perform a digito-pressure massage on the eye contour. 	 HEXALIFT: anti-glycation, anti-fatigue. AMACENO-BACILLUS: anti-aging and firming, anti-dark circles, reduces puffy eyes. LIPOCIDEYES: reduces dark circles and minimizes the volume of under-eye bags. RUSCUS EXTRACT: reduces redness and decongests dark circles and bags under the eyes. RED VINE EXTRACT: fights against the signs of aging. GRAPEFRUIT EXTRACT: anti-oxidant. REFLECTING MICRO PARTICLES: light diffraction soft focus effect.
YOUTH LIFT GEL Comfortable and lasting "lift sensation" RETAIL: 15ml tube - Ref. E1057. PROFESSIONNEL USE: 30ml tube - Ref. E1063.	 Smoothing and hydrating fresh texture Toning phyto-complex More open look, as lifted Great make-up base Directions for use: At home use: lightly pat a small amount onto the eye contour. Professional use: apply in light strokes to finalize the professional care. 	 HEXALIFT: anti-glycation, anti-fatigue. AMACENO-BACILLUS: anti-aging and firming, anti-dark circles, reduces puffy eyes. GLYCASERYL: lifts the eye contour, mimimizes crow's feet and wrinkles. FILMOGENIC POLYOSES: lifting effect. CUCUMBER EXTRACT: softening, soothing and moisturizing. GINSENG EXTRACT: regenerating and revitalizing properties. LEMON BALM EXTRACT: anti-aging, calming and antioxidant properties.
GLOBAL NUTRI-REGENERATING CREAM Innovation: Integrated cooling massage tip & lash conditionning properties RETAIL: 15ml tube - Ref. E1056. PROFESSIONNEL USE: 30ml tube - Ref. E1062.	 Plumping silky texture Revitalizing pro-collagen technology Visibly rejuvenated eye contour Directions for use: At home use: massage morning and/or evening with the ergonomic tip. Professional use: lightly pat a small amount onto the eye contour. 	 WHEAT-GERM OIL: helps soften dry skin and restores tone and elasticity to mature skin. BORAGE OIL: maintaining the hydration and suppleness of the skin. AMACENO-BACILLUS: anti-aging and firming, anti-dark circles, reduces puffy eyes. ARCTIVIEW: smoothes the lines, strengthens elasticity and improves skin firmness. Lifting effect. HEXALIFT: anti-glycation, anti-fatigue. OLEOCILS: targets the biological pathways involved in the hair-follicle cycle to facilitate eyelash growth.

EYE ZONE SKIN CARE LINE

PRODUCTS	FUNCTIONS	ACTIVE INGREDIENTS & ACTIONS
TOTAL CONTOUR PATCHES Innovation: ergonomic design for simultaneous treatment of upper and lower eyelids	 'Second skin' 360° eye contour hydrogel patches Formula enriched with moisturizing hyaluronic acid and with anti-fatigue and toning active ingredients Visibly smoothed fine lines and crow's feet. Refreshed look 	 GLYCASERYL: lifts the eye contour, minimizes crow's feet and wrinkles. HYALURONIC ACID (HW): moisturizing and hygroscopic effect. DISTILLED BARLEY WATER: restores elasticity and softness to the eye contour. It also has healing and antioxidant properties.
RETAIL: sachets of 4 patches - Ref. E1055. PROFESSIONNEL USE: sachets of 4 patches - Ref. E1055.	 Directions for use: At home use and professional use: remove one patch from the backing sheet. Apply to the eye contour area, making sure to apply the wider part onto the temple. Position the cut-out part towards the inner corner of the eye to adjust the patch to the shape of the eyelids. Repeat the steps on the other eye. Leave on for 10 to 15 minutes before removing the patches. Massage the excess serum until completely absorbed. Single use product. 	
ELIXIR SERUM CAPSULES Immediate smoothing and perfecting effect, anti-aging and brightening action. RETAIL: jar of 60 caps - Ref. E1058. PROFESSIONNEL USE: not available.	 Stimulating texture Oleo-peptidic complex Hyalu-plumping action Directions for use: At home use: break the capsule and apply day and/or night the content onto the contour of each eye. Do not swallow. 	 CRITHMUM-MARITIMUM EXTRACT (Sea fennel): eases epidermal renewal. Brightening properties. COMBINATION OF PEPTIDES AND CERAMIDES: Smooths the skin around the eye contour. Reduces the appearance of wrinkles and fine lines. ULTRA FILLING SPHERES (Hyaluronic acid + Glucomannan): visible and rapid smoothing effect on wrinkles and fine lines. WILD-GINGER EXTRACT (Zingiber Zerumbet extract): reduces eyelid swelling. Stimulates the production of collagen and elastin. RED VINE-LEAF EXTRACT: antioxidant, facilitates the restructuring of the extracellular matrix. BIOMIMETIC ANTIOXIDANT: shields against cellular oxidative stress. PLANKTON EXTRACT: helps reduce signs of fatigue and the appearance of dark circles.