



5
Mistakes
That
Age the
Eyes

By Goldie Bonnell, ESPA

The skin around the eyes is ten times thinner than the skin on the face. As we age and with lifestyle choices, we lose elasticity and skin becomes even thinner due to the breakdown of collagen. Plus, there is a lack of sebaceous glands around the outer corners of the eyes, making lines and wrinkles there deeper than on the forehead. We also lack fat and muscle tissue around the eye area. One could compare the skin on the face to a piece of paper and the skin around the eye area to a tissue. It is extremely sensitive, delicate and permeable.

Clients may have good skin care habits for their face, but sadly few have good habits for their eye area. Many use the same cleansers and facial products around the eyes that they do on their face. Combine this with bad skin care, no skin care and a modern lifestyle, and the eyes will show the first signs of aging in forms of dark circles, puffy eyes, hollowness, premature lines/wrinkles, dryness, sensitivity and a just plain tired look. The eyes literally are the most vulnerable and show the signs of stress, lack of sleep, poor diet and lifestyle. When it comes to restoring a youthful look, our eyes are our greatest opportunity.

1. A Problem with Products

Clients need to start investing in quality products, specifically designed for the eye area. Sadly, many use facial moisturizers and cleansers around the eye area, which are too heavy and rich and often not pH balanced, causing milia and irritation.

Due to the delicate skin around the eye, clients should use no more than a grain of rice amount of eye moisturizer. If too much is used, it can cause puffiness and swelling around the eye area, especially underneath.

2. Poor Sleep

We all know the importance of getting a good night's sleep, which is an important part of good eye health. Newest research shows that getting 7 to 9



Use no more than a grain of rice size of eye moisturizer.

hours of sleep each night is a vital part of health for one's mind, body and skin.

3. Incorrect Application

It is also important to understand how to apply eye products. Often, products are applied directly under the eye. With no oil glands around the eye area, the product will travel into the eye and cause irritation. Clients should be advised to avoid applying products directly all over the eye, which will only cause irritation.

Clients should start on top of the zygomatic bone with gentle tapping movements, working gently from the inner to the outside of the eye. Then, they should gently work around the eye area underneath the brow to the nose. This allows them to work the contour of the eye area.

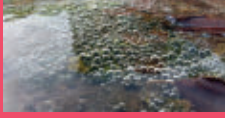
This technique helps to stimulate the lymphatic drainage around the eye area and help protect the eye area and keep it smooth and free from lines and wrinkles.

4. The Wrong Removal

Be mindful and avoid using incorrect and harsh cleansers and eye makeup remover. Use a specific pH balanced cleanser and clinically tested products just for the eye area. Look for ingredients like moringa and coconut extracts, which gently remove stubborn waterproof eye makeup. Also, consider rose water and hyaluronic acid to hydrate, condition and comfort the eye

5 MISTAKES THAT AGE THE EYES

Eye Area Hydrators



Microalgae. This sea ingredient helps hydrate.



Evening Primrose. This flower hydrates and protects skin.



Inca Inchi Oil. Deeply nourish with inca inchi.



Ginkgo biloba. Smooth fine lines with ginkgo.



Olive Butter. This butter is also a rich antioxidant.



Argania Spinosa. Argan helps to plump and lift delicate skin.



Tuberose. Use this flower to revitalize tired eyes.



Hyaluronic Acid. This acid is a powerful hydrator.

area. Always work inwards, with light movements and avoid dragging on the skin.

5. Blue Light Devices

Many of us are working on computer screens and/or looking at our smart phones, which emit blue light. This light increases the aging process and causes dryness and sensitivity around the eye area.

Suggest that one hour prior to bedtime, clients should avoid watching TV and looking at their phone. During that time, have them apply some cool cucumber

Dark Circle Fighters



Golden root. This plant active brightens, rejuvenates, hydrates stressed skin and diminishes shadows.



Summer snowflake bulb. Use this bulb to brighten dark circles.



Argania Spinosa. Argan can be used to brighten dark circles.



Natural bio-retinol. Bio-retinol can be used to improve tone and texture.

slices to soothe and comfort their eyes and let their busy mind calm down.

Dark Circles

The number one concern regarding the eye area is dark circles (see **Dark Circle Fighters**), which are caused by genetics, lack of sleep, poor sleeping habits, allergies (hay fever), anemia from iron deficiency, frequent rubbing of the eye area, smoking, dehydration (see **Eye Area Hydrators**) and aging.

Another factor is too much caffeine after a long stressful day working at your computer and generally overdoing things. As the skin is so thin around the eye area, it shows the effects. ✂



Goldie Bonnell is an international training manager for ESPA's American division. She has more than 25 years of experience in the skin care and wellness industries. She has designed programs and client treatments for many spas and she is a featured speaker at industry trade shows.