

HydroPeptide's New Uplifting Comfort Eye Gel Restores a Firm and Lifted Appearance to Eyelid Skin

A targeted treatment minimizes the appearance of loose, crepey-looking eyelid skin with clinical levels of peptides, Moroccan argan extract and Nanowhite.

www.hydropeptide.com

Issaquah, WA – April 3, 2013 - HydroPeptide's new *Uplifting Comfort Eye Gel* visibly restores youthful qualities to the eyes – smoothing, tightening and hydrating skin along the eye contour. Uplift immediately leaves eyelids looking radiant, youthful, and perfectly primed for eye makeup. Dramatic improvement is seen with regular use. Uplift is a daily anti-aging treatment for the eyes featuring a new skin-firming peptide, a rare Moroccan extract and an unprecedented liposomal preparation.



"The eyes require a more targeted anti-aging approach because skin around the eyes is thinner than other facial skin. That skin is also subjected to a greater number of repetitive contractions as a result of blinking and rubbing the eyes," said **April Zangl, HydroPeptide's CEO and co-formulator**. "To add insult to injury, our ability to produce glutathione, a master antioxidant that defends skin against accelerated aging, declines with age. Lesser antioxidants like Vitamin C depend on glutathione to perform a variety of functions including suppressing pigmentation and deactivating wrinkle-causing free radicals. For that reason the *Uplifting Comfort Eye Gel* contains Nanowhite, – a combination of glutathione with Vitamin C and Arbutin, a skin lightener with a complete safety profile."

How is the *Uplifting Comfort Eye Gel* unlike other anti-aging eye products?

Out of 45 efficacy study participants between the ages of 29 and 66, 94% reported skin along the eye contour looking firmer and more lifted after two weeks of applying *Uplift* twice a day. The anti-inflammatory effect of Myristoyl Tripeptide-31, a peptide likened to retinoic acid, contributes to the reduced appearance of crepiness noted by study participants. Moroccan argan extract is another key ingredient – producing a tightening sensation and visible improvement in firmness within an hour of application to skin above and below the eyes. Results are based on analyses generated from photos taken on a Janus Complexion Analysis machine and responses collected in perception surveys taken by participants.



HydroPeptide's *Uplifting Comfort Eye Gel* is 0.5 ounces and retails for \$68. HydroPeptide is found in the world's most prestigious spas and dermatological clinics and online at HydroPeptide.com.

About HydroPeptide (www.hydropeptide.com)

HydroPeptide creates the most innovative anti-aging skin care solutions. HydroPeptide's **VLR technology** allows for a **variety** of specific, active **levels** of peptides to be delivered **repeatedly** to their targeted areas for maximum results. While peptides are the driving force, stem cells and active botanicals work harmoniously to nourish and rejuvenate skin without requiring recovery time or resulting in irritation. Founded in 2004, HydroPeptide is recognized as the leading peptide-based anti-aging cosmeceutical line and is the winner of over 30 coveted beauty awards to date. **HydroPeptide is Scientific Beauty Made Simple.**

If you would like to speak with April Zangl or to request HydroPeptide product samples and images, please contact Elise Hamamoto at Eliseh@hydropeptide.com or (425) 458-4107