

HydroPeptide Eye Anti-Wrinkle Dark Circle Concentrate Delivers the Benefits of Five Different Eye Creams in One Unrivaled Formula

HydroPeptide Eye takes years off the appearance of the eyes for a radiant and well-rested appearance with a protective formula featuring seven peptides, crushed pearls and antioxidants.

www.hydropeptide.com

Issaquah, WA – Sept. 19, 2013 – HydroPeptide’s Eye Anti-wrinkle Dark Circle Concentrate makes eyes appear instantly young and well-rested, eliminating the need for five different eye creams: one to reduce puffiness, another to diminish dark circles, a third one to combat wrinkles, a fourth one to moisturize and finally an antioxidant treatment to ward off future damage. HydroPeptide Eye is an illuminating and age-defying eye cream featuring crushed pearls blended into a formula of antioxidants and seven anti-wrinkle and dark circle-minimizing peptides.

What ingredients support HydroPeptide Eye’s 5-in-1 functionality?



“HydroPeptide Eye is designed to address all the eye area skin concerns in a way that is not only gentle, but effective,” said April Zangl, HydroPeptide’s CEO and co-formulator. “**Crushed pearl powder** instantly counteracts the appearance of dark circles and the results continue to improve because of **Haloxyl**, a dual peptide that strengthens underlying capillaries. You also won’t need a separate eye cream to address puffiness because the **Eyeliss** peptide complex reduces puffiness by additionally strengthening capillaries, preventing fluid buildup, and calming irritation. HydroPeptide Eye is also your moisturizing eye cream. The formula replenishes hydration with the Natural Moisturizing Factor, **Sodium Hyaluronate**. The fourth eye cream everyone needs is an anti-wrinkle treatment. Sodium Hyaluronate can attract up to 1000 times its weight in water so it immediately plumps up skin, making wrinkles immediately appear less noticeable. Everyone loves this instant result and in the meantime, **five wrinkle-fighting peptides** go to work to further minimize wrinkles by nourishing collagen, reducing repetitive facial contractions and boosting elasticity. Last but not least, you will need an antioxidant treatment for your eyes. Our eye cream helps shield skin from free radical attack with a blend of **green tea, gotu kola, Echinacea and Vitamin C**. Of these antioxidants, gotu kola is making a name for itself as a collagen-support antioxidant in addition to protecting skin from cell damage.”

How is the Eye Anti-Wrinkle Dark Circle Concentrate unlike other eye creams?

In independent consumer evaluations, where HydroPeptide Eye was the only skin care product applied around the eyes, 94 percent of 36 women said their eyes looked brighter and the skin around their eyes felt firmer after just 10 minutes. 100 percent said the skin around their eyes felt more moisturized 10 minutes after application. The results improve with time. After four weeks, 89 percent saw a reduction in dark circles, 97 percent noticed a reduction in wrinkles and 89 percent noticed a reduction in puffiness.

Launched in April of 2009, HydroPeptide’s Eye Anti-Wrinkle Dark Circle Concentrate is 0.5 ounces and retails for \$60. HydroPeptide is found in the world’s most prestigious spas and dermatological clinics and online at HydroPeptide.com.

About HydroPeptide (www.hydropeptide.com)

HydroPeptide is an anti-aging cosmeceutical line famous for 7 facials and 17 retail products featuring **VLR technology** – a **variety** of specific peptides, applied at their active **levels**, delivered **repeatedly** to targeted areas in the skin for maximum results addressing specific skin care concerns. 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