DOUBLE SERUM EYE

GLOBAL AGE CONTROL CONCENTRATE

Double Serum. Double power now for your eyes.



WHO'S IT FOR?

> All women beginning at age 25 who are looking for an **intensive and complete anti-aging eye product** that will minimize all signs of aging and preserve the eye area's youthful qualities.

WHAT YOUR CLIENTS ARE SAYING

'I'm looking for a complete eye contour product that's innovative and effective on all signs of aging around my eye contour area.'

SELL IT

'This is a global, anti-aging treatment for the eye area whose formula is 96% natural. It's proven effective on all signs of aging- it smoothes wrinkles, reduces puffiness, dark circles and revitalizes the skin around the eyes for a radiant, younger look.'

STRENGTHS

A **double scientific innovation:** plant-based **anti-aging expertise** for eyes that radiate a more youthful look.

The power of Double Serum: a unique, **double texture with a customized dosage**



96% of the ingredients are of **natural origin**

13 Plant extracts
5 are organic

INNOVATION



Scientific discovery

In the eye contour area, proteins called 'integrins' play a major role in proper cell functioning in this **delicate area**.

With age, the amount of integrins In the eye contour area diminishes.

The skin's 5 vital functions become weakened and slow down.



Plant discovery

Clarins Laboratories selected organic wild chervil extract that boosts the production of integrins (**+119%**) and helps the skin regain **strength and vitality**.

Combined with turmeric, this powerful Youth-Boosting Duo boosts the skin's **5 vital functions around the eye contour**.

DID YOU KNOW?

Wild chervil was selected after 3 years of research and after analyzing 196 plants. It is **harvested by hand** in France up to an altitude of 1700 meters in regions that are protected from pollution.

BENEFITS

> **Immediately**, the skin around the eye contour is smoothed. Skin is hydrated and feels more comfortable. The eyes look fresher, more radiant. **Day after day**, wrinkles are visibly reduced. Puffiness and dark circles appear less noticeable. Skin is revitalized, firmer, and the eyes look younger.



DOUBLE SERUM

Our iconic Double Serum helps stimulate the skin's **5 vital functions** and contains **turmeric extract** along with **20 powerful plant extracts known for their anti-aging benefits** for skin that radiates a youthful look.

After 7 days of using **DOUBLE SERUM + DOUBLE SERUM EYE**

88%* of users said that it was the perfect product duo for overall age control care

*Satisfaction test France - 28 days of using Double Serum Yeux + 7 days of using with Double Serum - 108 users

COMPLEMENTARY ACTIONS

ACTION ON THE SKIN'S 5 VITAL FUNCTIONS



Avocado unsaponifiable: REGENERATES

Ginger lily: PROTECTS

Organic kiwi: NOURISHES

Organic leaf of life: HYDRATES

Escin from horse chestnut: OXYGENATES



Plant-based caffeine: anti-dark circle



Organic oat sugars: instantly smoothes the skin

ANTI-POLLUTION COMPLEX

Anti-pollution complex

DID YOU KNOW?

The latest anti-pollution complex protects the skin from both indoor and outdoor pollution and **blue light** emitted from our screens!



TEXTURE

A double **texture** (gel + emulsion) that is **ultra-refreshing and non-oily,** combining the tightening effect of a gel and the comfort of a cream. Suitable for sensitive skin.

FRAGRANCE

The fragrance has fresh, fruity-floral notes (identical to Double Serum but lighter for optimal tolerance around the eye contour).

PACKAGING

Double-vial bottle 20ml with innovative technology: a rotative **push button** applicator for customized dosing.



EFFICACY

89%* OF USERS SAID THAT **WRINKLES ARE SMOOTHED, SKIN IS STRENGTHENED**, AND THEIR **EYE AREA LOOKS YOUNGER.**

**Satisfaction test, multi-ethnic panel - 28 days of use - 264 users*

APPLICATION

Apply morning and/or evening, after thoroughly cleansing the eye contour. Mix both phases of the formula and **warm the product** using the fingertips. Carry out **4 draining pressure movements** starting **underneath the eye, working from the inner corner out to the temple.** Repeat on the **upper eyelid,** working from the inner corner out to the temple. Carry out **3 draining pressure movements on frown lines between the eyebrows.**

CLARINS EYECARE EXPERTISE

DOUBLE SERUM EYE

7 days to younger-looking eyes

- Revitalizes delicate eye area
- Visibly smooths wrinkles
- Intensely hydrates
- Instantly brightens
- Visibly firms
- Visibly improves dark circles & puffiness
- +Anti-pollution Complex
- Apply A.M.



96% Ingredients of natural origin

Youth-Preserving Duo
Turmeric + Organic Wild Chervil

TOTAL EYE LIFT

Visible eye lift in 60 seconds

- Visibly lifts & firms
- Targets lines, deep wrinkles & crow's feet
- Visibly reduces dark circles & puffiness
- Enhances lashes
- Apply P.M.



94% Ingredients of natural origin

Lift-Smoothing Duo
Organic Harungana + Cassie Flower Wax