# Total Eye Lift
# Lift-replenishing eye concentrate
## Concentré zone regard lift-redensifiant

15 ml airless pump bottle




### SELL IT

- A **complete** eye contour product that **visibly 'lifts' the eyelids** while minimizing wrinkles, puffiness and dark circles.
- Maximum efficacy in 60 seconds. **Visibly lifts** the eye contour for 80% of the women who tried it*

*Satisfaction test - 110 women – 60 seconds after the first application

### TARGET

All women looking for an **expert 'lifting'** and **anti-ageing eye care product** that treats all signs of ageing from temple to temple: **slackened eyelids**, wrinkles, puffiness and dark circles.

## BENEFITS

### Immediately,

- Skin around the eye contour is smoothed.
- Eyes look illuminated.

### Day after day,

- Eyelids are visibly 'lifted'.
- Wrinkles in this area are minimized.
- Dark circles and puffiness are reduced, eyes look revived.

## ACTIONS AND KEY INGREDIENTS



### Smoothes and visibly lifts the skin

LIFT-SMOOTHING DUO

- Cassie wax and organic harungana extract



### Reduces dark circles and puffiness

- Extracts of albizia, escin from horse chestnut, organic guarana extract & vegetal caffeine



### Nourishes the skin and strengthens lashes

- Organic shea butter and D-Panthenol

## APPLICATION BENEFITS

Use morning and/or evening after thoroughly cleansing the eye contour. Warm the product on the fingertips. Carry out draining pressure beginning underneath the eyes at the inner corner and work out to the temples. Repeat on the upper eyelids at the inner corner out to temples. Carry out draining pressure in the area between the eyebrows. End by brushing the index finger lightly over the mobile part of the eyelids tips of the lashes. .

## TEXTURE & FRAGRANCE

**Smoothing, enveloping** texture that blends over the skin and leaves it feeling **velvety-smooth**.



Discreet fruity-floral-woodsy fragrance.

## COMPLEMENTARY PRODUCTS



Supra Volume Mascara




Double Serum




Clarins Day and Night Creams

CLARINS