

# Naturally Powerful Performance



After the holidays, we're focusing on driving growth in our eye pillar with a new **Total Eye Lift** and **Double Serum Eye** campaign.

Award-winning **Total Eye Lift** with Organic Harungana extract, as effective as retinol\* and gentle on the skin for a visible eye lift in 60 seconds flat\*\*

**Double Serum Eye**, formulated with 13 potent plants including our **Youth-Preserving Duo** of Organic Wild Chervil + Turmeric extract for smoother, more youthful-looking eyes in 7 days\*\*\*

Total Eye Lift: \$92, 15ml  
Double Serum Eye: \$83, 20ml

OCD: 12/26/2023  
Distribution: Department stores

\*In vitro test on collagen synthesis  
\*\*For 80% of women, Satisfaction test - 110 women - 60 seconds after the first application.  
\*\*\*Satisfaction test - multi-ethnic panel - 375 women - 7 days.