



CASARA

Eye Perfection

GLOBAL EYE CONTOUR
REJUVENATOR

Goal:
perfect eyes

PROFESSIONAL TREATMENT

*With botanical extracts,
growth factors and technology
based on carboxytherapy.*

Enjoy a sublime well-being experience.



THE EYE CONTOUR

A RANGE OF ANATOMICAL AND PHYSIOLOGICAL FACTORS MAKE THE EYE AREA EXTREMELY **FRAGILE AND SENSITIVE**. THEREFORE, IT'S PRONE TO A WIDE VARIETY OF ESTHETIC PROBLEMS.

- The skin is much **thinner**.
- The entire orbicular area has **practically no** sweat or sebaceous **glands** to provide the hydration needed to prevent wrinkles.
- As it also contains **minimal hormone and capillary receptors**, collagen synthesis and skin repair processes are much slower, contributing to toxin and fat accumulation.
- The 22 periorbital muscles are **permanently active** due to blinking (around 10,000 blinks a day) and other eye movements (winks, expressions, etc.)
- It's highly **exposed to the sun's rays**. Sun exposure dries out the skin and causes the destruction of collagen and elastin fibers, leading to aging and speeding up the appearance of wrinkles.



THE EYES

- ✓ They reveal our personality.
- ✓ They show the world our emotions and mood, as they are a part of body language.
- ✓ Stress and fatigue also take their toll on our eyes.
- ✓ They are often one of the main esthetic concerns for women.





ESTHETIC EYE CONTOUR PROBLEMS





DARK CIRCLES

CHANGES TO THE UNDER-EYE SKIN COLOR. The causes are multifactorial; they're often the result of a combination of several anatomical-structural factors:

- Eyelid skin is extremely thin, decreasing even more during the aging process. This gives it a **translucence**, making the superficial vascular network visible, appearing with a reddish-blue tone.
- **Microcirculation**: poor circulation causes blood extravasation from the cells, and increased blood vessel permeability results in the release of hemoglobin, breaking down into heme and globin groups. The heme group turns into free iron and other pigments such as hemosiderin or bilirubin, giving the lower eyelid a yellowish, bluish-purple tone, typical of hyperpigmentation.
- **Lymphatic circulation**: drains excess tissue fluids back into the bloodstream to maintain fluid balance. The number of lymph vessels decreases, and their permeability increases with age and due to inflammatory processes. This causes the lower eyelid to swell, often turning a purplish color (due to the lymph content), significantly impacting the color of the under-eye skin.
- **Structural conditions** such as deep sockets, enophthalmos (sunken eyes), a prominent superciliary arch (eyebrows) and a prominent nasal bridge can cause light reflection changes, creating infraorbital "purple shadows".
- They may appear as a **result of illness** (atopic dermatitis, conjunctivitis, hormonal disorders, vascular problems, etc.) or as an adverse effect to **certain drugs** (chloroquine, bimatoprost, etc.)

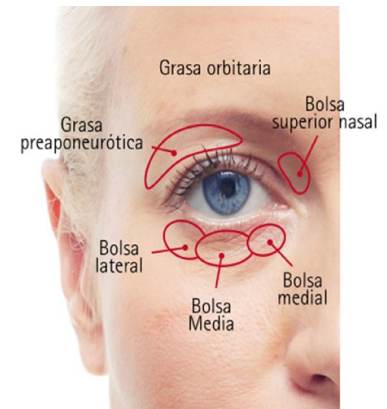




EYE BAGS

AN EXTERNALLY VISIBLE BULGE BENEATH THE EYES. Although, strictly speaking, there aren't any different types of eye bags, it's possible to classify them according to the mechanisms involved in their formation:

- **Temporary:** as the eye muscles are 100% relaxed during sleep, a stagnation may occur in the lymph vessels, causing a temporary swelling when we wake up, which can sometimes make us look tired. This swelling generally disappears throughout the morning thanks to drainage caused by continuous blinking.
- **Permanent:** causes include:
 - The eyeball sinks with age, due to a **progressive laxness in its support elements**. In other words, the tissue around the eyes (including some of the muscles that support the eyelids) weakens. As a result, the eyeball presses down on the orbital fat, forcing it outwards, causing fatty eye bags.
 - **Fluid retention (edema):** in this case, eye bags may be an indication of systemic heart, kidney or thyroid diseases, protein loss or immunological disorders.
 - Genetically, there's a **hereditary factor** that causes eye bags to also appear in young people. This involves a disparity (container-content) between the orbital cavity and the total orbital fat volume, where the fat volume is higher than normal.





EXPRESSION LINES

Facial movements cause the **contraction and relaxation of facial muscles** and fibroblasts, dermal cells anchored by collagen and elastin fibrous networks.

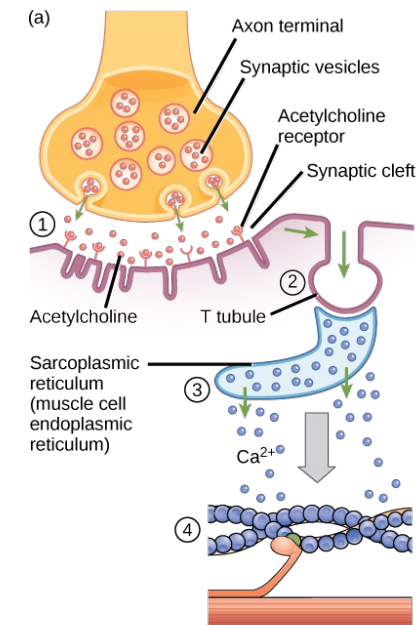
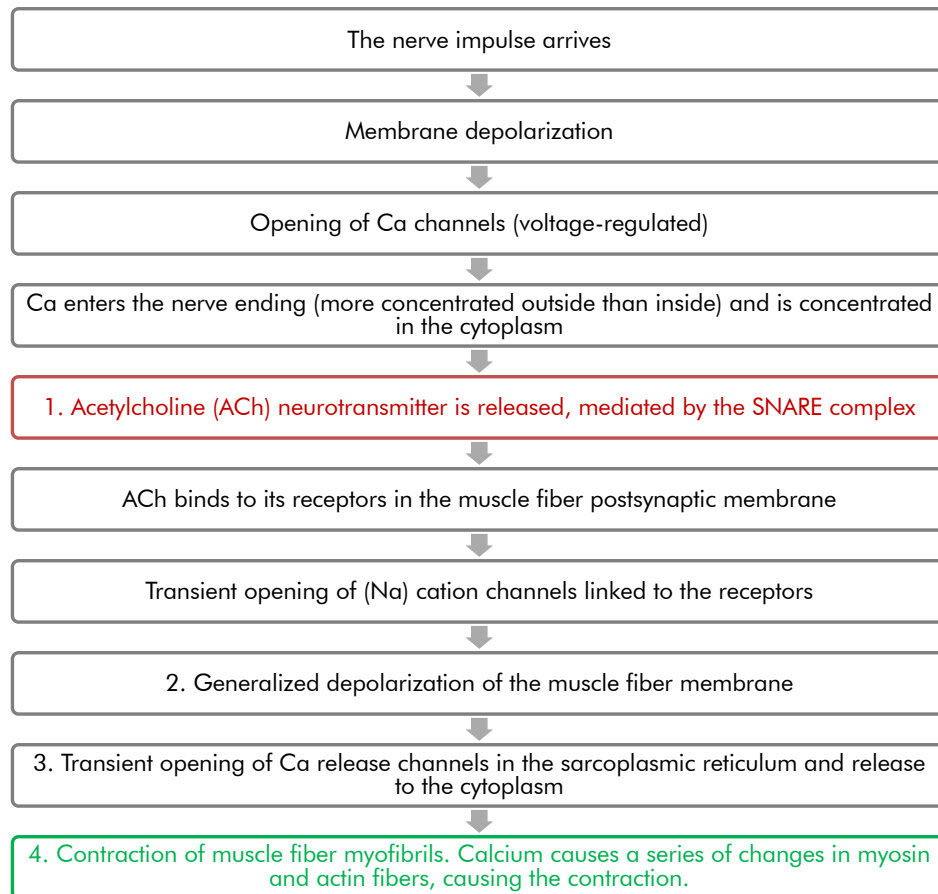
Over time and with repeated movements, the skin loses the ability to return to its original condition. In other words, **the fibroblasts no longer relax**, and the skin tissue remains contracted, causing the degradation of the extracellular matrix - collagen and elastin - in the affected area, forming a permanent expression line.

Therefore, if any of the stages leading to muscle contraction are interrupted, the affected muscle will decontract (or relax), diminishing the wrinkle.

In the case of crow's feet, they are caused by the underlying muscle, the orbicularis oculi, which forms an ellipse around the eye and allows us to close our eyelids or squint in bright light.



MUSCLE CONTRACTION MECHANISM



From a cosmetic point of view, the stages most susceptible to being altered are **neuron exocytosis (1)** and **muscle contraction/relaxation (4)**. This is achieved with Botox-like active ingredients.

MUSCLE CONTRACTION MECHANISM

1. Neuron exocytosis

The process of releasing the neurotransmitter from the synaptic vesicles into the synaptic cleft.

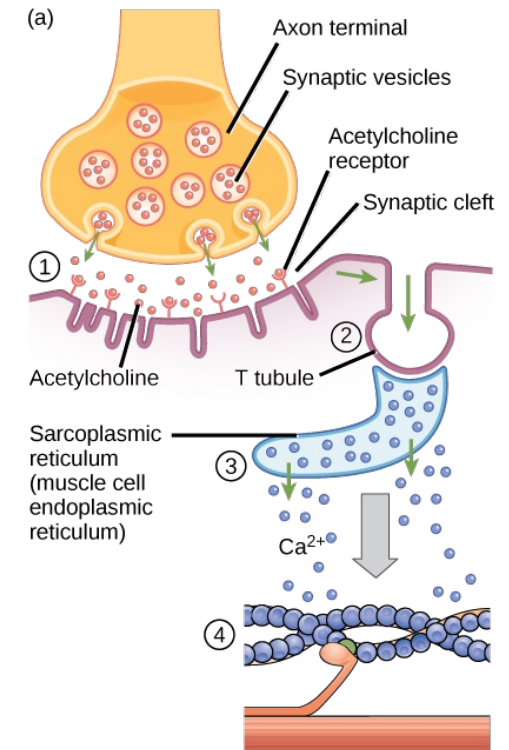
The involvement of the SNARE complex (SNAP Receptor) is essential in exocytosis. It's a complex consisting of three proteins: VAMP — or synaptobrevin —, syntaxin and SNAP-25 (Synaptosomal Nerve-Associated Protein).

When the calcium concentration in the nerve ending increases during the final stages of exocytosis, the SNARE complex acts like a cell hook, capturing the synaptic vesicles carrying the neurotransmitters and fusing them with the cell membrane, releasing neurotransmitters.

4. Fibroblast contraction/relaxation

Fibroblasts are the cells responsible for maintaining the extracellular matrix, as they produce collagen, elastin, etc.

As they are anchored to the connective tissue, when they contract or decontract, this transfers to the tissue, causing the skin to tense or relax (smooth). Some cosmetic active ingredients have been proven able to relax fibroblasts and, while the contraction/relaxation mechanism is unknown - we know that it requires Ca^{2+} and AMP -, its ability to contract or relax the collagen matrix is widely documented.



CASMARA

Eye Perfection

CASMARA PRESENTS... **Eye Perfection**



PROFESSIONAL TREATMENT
GLOBAL EYE CONTOUR
REJUVENATOR

Goal:
perfect eyes

*With botanical extracts,
growth factors and technology
based on carboxytherapy.*



WHO IS IT SUITABLE FOR?

Suitable for all skin types.
Especially recommended for skin with eye bags,
dark circles, and wrinkles around the eyes or
between the eyebrows. Also suitable for over 30s,
to delay and prevent the appearance of the
aforementioned signs.



WHAT DO CONSUMERS WANT?



TO GLOBALLY REJUVENATE THE EYES.
TO TREAT EYE BAGS, DARK CIRCLES AND
WRINKLES
(CROW'S FEET / FROWN LINES)



VISIBLE RESULTS FROM THE 1ST SESSION



NON-invasive procedures



To enjoy a unique experience.
To pamper themselves.



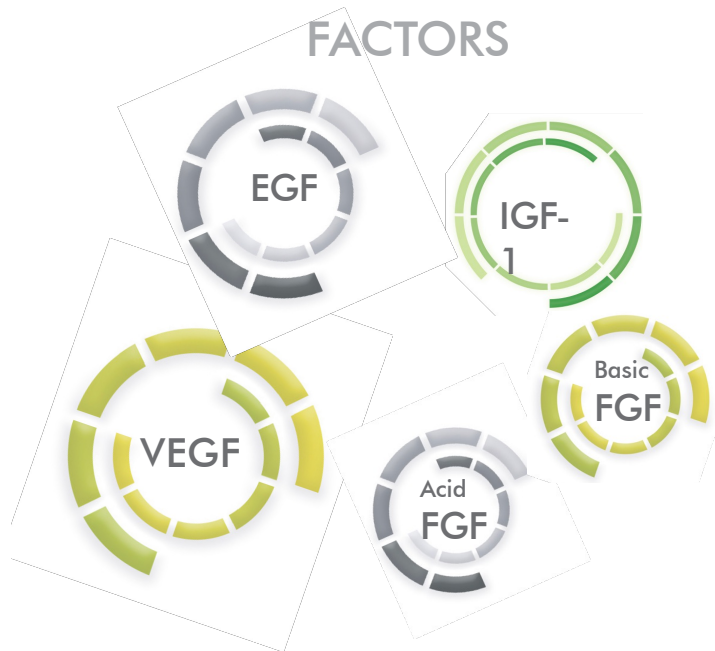


EYE PERFECTION TREATMENT

Unique, pioneering formula to treat the eye contour in the most effective way.

THREE MAIN ACTIVE INGREDIENT GROUPS

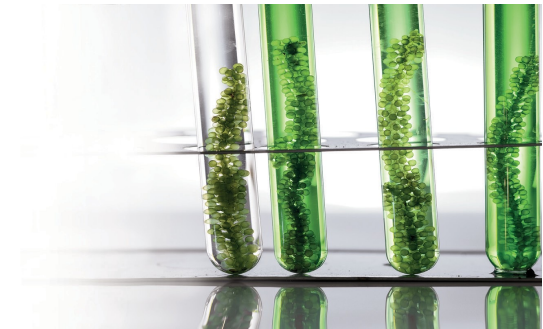
GROWTH FACTORS



BOTANICAL EXTRACTS



TECHNOLOGY BASED ON CARBOXYTHERAPY



CASPARA

Eye Perfection

PROFESSIONAL USE

HOME USE

Eye Perfection TREATMENT



Eye Contour COLLECTION



The protocol is 100% EFFECTIVE when the SALON TREATMENT is used in combination with the HOME-USE COSMETICS.



PHASE 0	PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5	PHASE 6
EYE PRESSOTHERAPY	VITAMIN RENEWING	ANTI-PUFFINESS & DARK CIRCLES	ANTI-FATIGUE	ANTI-WRINKLE & FIRMING	ANTI-AGING	REJUVENATING



PHASE 0	PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5	PHASE 6
EYE PRESSOTHERAPY	VITAMIN RENEWING	ANTI-PUFFINESS & DARK CIRCLES	ANTI-FATIGUE	ANTI-WRINKLE & FIRMING	ANTI-AGING	REJUVENATING

A device that allows the treatment to begin with a few minutes of intense relaxation, providing a pleasant sensory experience. We offer a relaxing space of physical and mental well-being for a complete holistic customer experience, much more than a beauty session.

RESULTS

Gives the customer a deep sense of well-being, as well as correcting dark circles, reducing wrinkle tension and providing an immediate anti-fatigue effect.

MASSAGE TYPES

- **Air pressure massage (pressotherapy):** helps to reduce eye bags and enhances circulation in the area.
- **Thermal massage (heat):** relieves dryness around the eyes, reduces stress and enhances cosmetic penetration.
- **Vibration massage:** activates the eye contour muscles, reducing the feeling of tiredness and providing deep relaxation.
- **Includes calming music** to immerse the customer in absolute relaxation.



Provides an intense feeling of well-being, making a beauty session a holistic experience.



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EXCLUSIVE HIGHLY RENEWING ENZYME PEEL



Combines highly effective, non-irritating active ingredients, including enzymatic and gentle mechanical actions in the same formula.

ACTIVE INGREDIENTS

- ENZYME PEEL
- ORANGE PEARLS
- MICROENCAPSULATED CRANBERRY
- BIOFLAVONOIDS
- BIOSTABLE VITAMIN C

ACTIONS

- Removes dead cells
- Stimulates skin renewal
- Improves eye contour texture

RESULTS

- Renewed, brighter skin
- Protected against FR
- Rejuvenated eye contour





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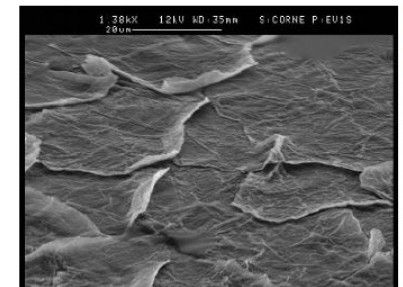
ACTIVE INGREDIENTS

Enzyme peel (Keratoline®):

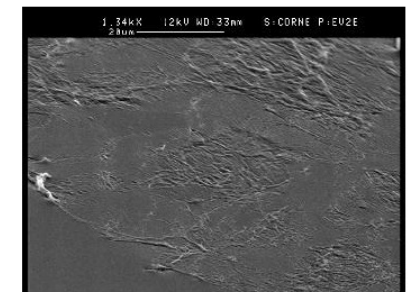
Enzyme exfoliant made with protease obtained through biotechnological fermentation. Has a highly proteolytic action: it breaks down the protein bonds (desmosomes) that bind the skin's corneocytes, making them easier to shed.

- Removes dead cells to soften the skin's surface.
- Promotes cell renewal.
- This process occurs at a mild pH range of 5-8 (the same as the skin's pH).
- Doesn't mechanically attack the skin like physical peels.
- Doesn't damage living cells or unbalance the pH, as happens with chemicals (acids), causing skin reactions and irritation.

The most suitable peel for the delicate eye contour, to prevent the feeling of dryness or allergic reactions, especially in such a sensitive area.



Electron microscope: untreated area



Electron microscope: area treated with Keratoline®



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ACTIVE INGREDIENTS

Orange pearls:

- Tiny orange peel particles that perform a very gentle physical exfoliation.
- Antioxidants contained in orange peel delay the appearance of wrinkles and help our body to produce collagen and elastin, maintaining skin elasticity thanks to their high Vitamin C content. Orange peel is a source of calcium, which also helps to regenerate the skin.



Microencapsulated cranberry:

- Microencapsulated exfoliating particles containing cranberry powder as an active ingredient.
- They dissolve when working the product, releasing the active ingredient.
- Cranberries are rich in vitamins A, C and fiber, and an excellent source of antioxidants that help to neutralize free radicals, leaving the skin softer and younger looking.





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ACTIVE INGREDIENTS

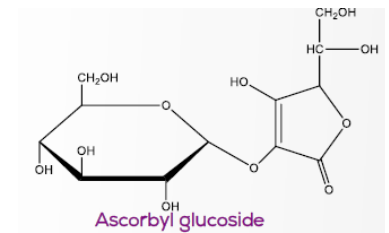
Citrus bioflavonoids:

- Improved cell longevity: cell repair and viability increases, resulting in an induced improvement in cell longevity. They also protect the cells against stress, preventing premature senescence.
- Improved capillary circulation: the color of dark circles improves.
- Anti-inflammatory: by inhibiting and decreasing prostaglandin E2 production, eye bag and dark circle inflammation is reduced.



Biostable Vitamin C:

- Stimulates collagen synthesis and reduces senile elastosis: it's a cofactor of the enzymes essential for collagen synthesis. It will also reduce elastin synthesis in the event of overproduction, helping to control senile elastosis.
- Antioxidant and photoprotective: protects the skin against the harmful effects of free radicals.
- Tyrosinase inhibitor: by inhibiting this enzyme, it stops melanin production and prevents the appearance of hyperpigmentation.





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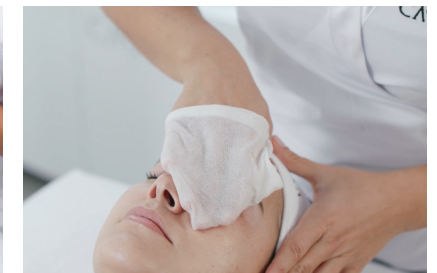
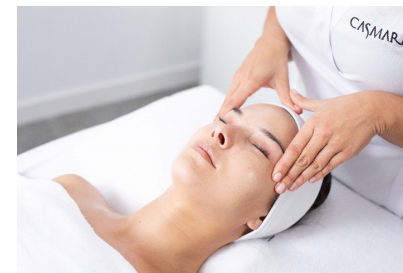
APPLICATION METHOD

Time: approx. 5 min.

Apply the entire contents of the vial between the eyebrows. With the help of two fan brushes, spread it over the brows, brow bone, eye contour and temple, performing figure of 8 movements that cover the whole area.

Perform alternate upward strokes over the forehead and temple until the orange particles begin to dissolve. With the remaining product on the skin, perform a gentle localized eye contour massage, beginning at the start of each eyebrow, using both middle fingers.

Remove with a damp CASMARA towelette.





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STIMULATING AND DRAINING COMPLEX



ACTIVE INGREDIENTS

- ARNICA MONTANA
- RUSCUS ACULEATUS
- HESPERIDIN METHYL CHALCONE
- HAMAMELIS VIRGINIANA
- AESCULUS HIPPOCASTANUM
- MALVA SYLVESTRIS
- ANNURCA APPLE

ACTIONS

- Reduces damage to the eye area caused by stress, lack of sleep and aging.

RESULTS

- Darkness and swelling in the area is softened, intensely reducing the appearance of eye bags and dark circles.





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ACTIVE INGREDIENTS

B-TECH COMPLEX: formulated with 6 botanical extracts and bioflavonoids used in age-old traditional Chinese, Indian and South American medicine for their extraordinary properties.

RESULTS

Softens darkness and swelling, intensely reducing the appearance of eye bags and dark circles.

ACTION

- ✓ Vasoconstrictive
- ✓ Vasoprotective
- ✓ Decongesting
- ✓ Anti-inflammatory
- ✓ Anti-edematous
- ✓ Antioxidant





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ACTIVE INGREDIENTS

B-TECH COMPLEX:



- **Hamamelis Virginiana:** powerful vasoconstrictive activity due to its high concentration of flavonoid heterosides. Phlebotonic and vasoprotective. Reduces blood capillary permeability. These effects are strengthened by Hamamelis leucoanthocyanidins.



- **Arnica Montana:** decongesting, anti-inflammatory, venotonic and vasoprotective activity, mainly due to its sesquiterpene lactone and flavonoid content. Flavonoids are active vascular agents that reduce blood capillary permeability as well as increasing their resistance.



- **Aesculus Hippocastanum (Horse Chestnut):** anti-inflammatory and anti-edematous properties, mainly due to the presence of triterpenoid saponins (10%), particularly aescin. Aescin acts on connective tissue and cell membranes.



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ACTIVE INGREDIENTS

B-TECH COMPLEX:



- **Malva Sylvestris:** very rich in polysaccharides (mucilages - 15-20%) and uronic mucilages with hydrating, emollient, soothing and decongestive properties. Its vasoprotective and venotonic activity is attributed to its flavonoid content.



- **Ruscus Aculeatus:** phlebotonic and anti-inflammatory properties, mainly due to its phenolic acid and flavonoid content. Ruscogenin is a powerful vasoconstrictor with an anti-edema activity. Myrcetol, quercetol and kaempferol (phenolic acids) inhibit different inflammatory process mediators. Rutin and hesperidin (flavonoids) improve venous insufficiency.



- **Italian Annurca Apple:** very powerful anti-fatigue active ingredient that reduces eye bags and dark circles, revitalizing the eyes. Its antioxidant properties make it a powerful free radical neutralizer. Prevents collagen and elastin degradation.



- **Hesperidin Methyl Chalcone:** citrus bioflavonoid derived from the Hesperidin flavonoid. Has antioxidant properties, helping to combat inflammation and damage caused by free radicals. Its benefits include improving blood flow and blood vessel integrity. Thanks to its decongestive and venotonic properties, it improves the appearance of dark circles.



PHASE 0	PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5	PHASE 6
EYE PRESSOTHERAPY	VITAMIN RENEWING	ANTI-PUFFINESS & DARK CIRCLES	ANTI-FATIGUE	ANTI-WRINKLE & FIRMING	ANTI-AGING	REJUVENATING

APPLICATION METHOD

Time: approx. 5 min.

Apply to the eye contour in a localized manner, finishing at the collarbone. Perform a combination of drainage and rejuvenating movements.





PHASE 0	PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5	PHASE 6
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CUCUMBER PEEL-OFF CREAM MASK. ANTI-FATIGUE.



ANTI-FATIGUE peel-off mask for the under-eye area.

ACTIVE INGREDIENTS

- CUCUMBER EXTRACT
- ENERGIZING PLANT COMPLEX
- RICE BRAN OIL
- TAHITIAN MONOI OIL
- ACTIVE TURMERIC MOLECULES

ACTIONS

- Powerful wrinkle and imperfection eraser.

RESULTS

- Refreshed, wide-awake eyes.



PHASE 0	PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5	PHASE 6
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ACTIVE INGREDIENTS

Cucumber extract:

- Highly soothing active ingredient that reduces eye bag and dark circle inflammation, as it lowers the concentration of TNF- α , a cytokine protein involved in inflammation, released by the cells of the immune system.
- Cucumber contains 97% water and large quantities of minerals, making it the best ally for hydrating the skin.
- Its vitamin A, C and E content increases collagen and elastin production, and it combats the negative effects of free radicals, thanks to its powerful antioxidant properties.



Energizing plant complex:

A combination of *Ginkgo*, *Ginseng*, *Goji berry* and *Guarana*. Symbols of longevity and happiness, these plants are known for their intense energizing action. They provide the cells with energy and a great anti-fatigue effect.

Rice bran oil:

Rice bran oil contains three powerful natural antioxidants: phytosterols, vitamin E, Oryzanol and ferulic acid. It protects the skin from UV radiation and neutralizes free radicals, preventing them from generating cell damage.





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ACTIVE INGREDIENTS

Turmeric Butter:

- Turmeric contains powerful antioxidant and anti-inflammatory properties, thanks to two of its active molecules: curcumins and curcuminoids. Also contains bisabolol, strengthening its anti-inflammatory activity.
- Improves the skin barrier function and helps to protect it against environmental agents and pollution. Also reduces transepidermal water loss, enhancing skin hydration.



Tahitian Monoi Oil:

- A natural coconut oil infused with tiaré flowers (*Gardenia taitensis*), typical of Tahiti.
- A powerful protector, it improves the skin's mechanical properties, protecting against aggressive external elements that can dry out and dull the skin, such as the cold, heat or pollution.
- Also acts as a protective barrier for the outermost skin layer, preventing moisture loss while providing intense hydration.





PHASE 0	PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5	PHASE 6
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APPLICATION METHOD

Time: approx. 8 min.

Pour vial number 3 and the Eye Perfection Cucumber Peel-Off Cream Mask sachet into a small bowl and mix until you achieve an even mixture. Apply the mixture beneath both eyes, as close as possible to the lash line, covering the lower eye contour area only.

We recommend performing acupressure massage movements to the forehead, head and nape areas while the mask is applied to increase customer relaxation. Once set, remove the mask from the temple towards the nose.





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LIFTING ACTION CREAM GEL



Blends 3 new active ingredients with a powerful firming and anti-wrinkle action.

ACTIVE INGREDIENTS

- GROWTH FACTORS
- EYE LIFTING
 - HAWTHORN
 - ARABIAN JASMINE
- STEVIA EXTRACT

ACTIONS

- Stimulates the skin's regenerating and healing activity.
- Increases collagen and elastin activity.
- Prevents degradation of the area.

RESULTS

- Relaxed eyes
- Area is intensely smoothed





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EYE PRESSOTHERAPY	VITAMIN RENEWING	ANTI-PUFFINESS & DARK CIRCLES	ANTI-FATIGUE	ANTI-WRINKLE & FIRMING	ANTI-AGING	REJUVENATING

ACTIVE INGREDIENTS

Growth factors:

Complex with similar components to those of the human placenta. A combination of 5 growth factors, vitamins and amino acids that act synergistically in the skin with a highly regenerating main action.

ACTIONS

- Anti-wrinkle: reduces frown lines, crow's feet and under-eye wrinkles.
- Increases skin elasticity: improves fibroblast activity and collagen and elastin production, acting on flaccidity in the area.
- Deep hydration: increases hyaluronic acid and tissue proteoglycan synthesis.
- Cell vitalization: stimulates growth, cell activity and circulation in the area.

RESULT

Deeply regenerates and rejuvenates the skin.

HUMAN PLACENTA vs CASMARA GROWTH FACTORS			
Growth Factor	EGF	Skin rejuvenation	EGF
	IGF-1	Anti-wrinkle	IGF-1
	acidic FGF	Anti-wrinkle	acidic FGF
	basic FGF	Elasticity enhance	basic FGF
	VEGF	Nutritional supplement	VEGF
	TGF- β	Anti-wrinkle	-
	The minority parts	-	-
Essential Factor	Vitamin	Cell vitalization	Vitamin : Vitamin B ₉
	Amino acids	Energy supplement	Amino acids : Acetyl Glutamine



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ACTIVE INGREDIENTS

Growth factors:

FACTOR	ACTIONS
EGF Epidermal growth factor	Mitogenic effect on cells Epithelialization wound healing effect Increases the speed of cell growth, differentiation and migration Activates hyaluronan synthase 2 in human epidermal keratinocytes
IGF-1 Insulin-like growth factor 1	Restorative effect on the phospholipid profile of the skin Angiogenic effect (stimulates blood vessel formation) Induces the synergistic effect of EGF on healing wounds and stimulating fibroblast growth IGF-1 increases hyaluronic salt and proteoglycan synthesis by tissue fibroblasts
VEGF Vascular endothelial growth factor	Manages capillary vessels Induces nutritional supplements to fibroblast cells Cell growth and migration Wound healing effect
FGF Fibroblast growth factor	Stimulates fibroblast growth and mitogenesis Stimulates skin regeneration Stimulates collagen and elastin synthesis in fibroblast cells The basic FGF healing effect activates hyaluronic synthesis with IGF-1 in epidermal fibroblasts

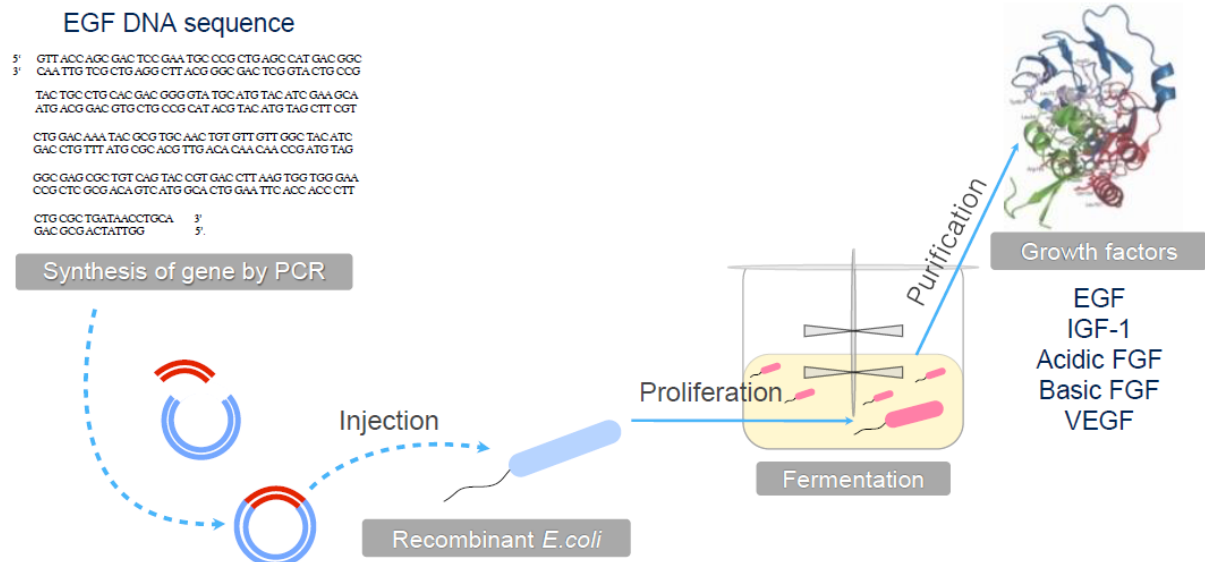
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ACTIVE INGREDIENTS

Growth factors:

These are produced safely through microbial fermentation. In other words, the gene responsible for their molecule expression is synthesized and recombined with the genetic material of the Escherichia coli bacteria; this causes proliferation and fermentation, replicating the bacteria; and finally, it is purified to obtain just the growth factors, discarding the rest of the bacteria.

Manufacturing Process of Growth factors





PHASE 0	PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5	PHASE 6
EYE PRESSOTHERAPY	VITAMIN RENEWING	ANTI-PUFFINESS & DARK CIRCLES	ANTI-FATIGUE	ANTI-WRINKLE & FIRMING	ANTI-AGING	REJUVENATING

ACTIVE INGREDIENTS

Stevia Extract:

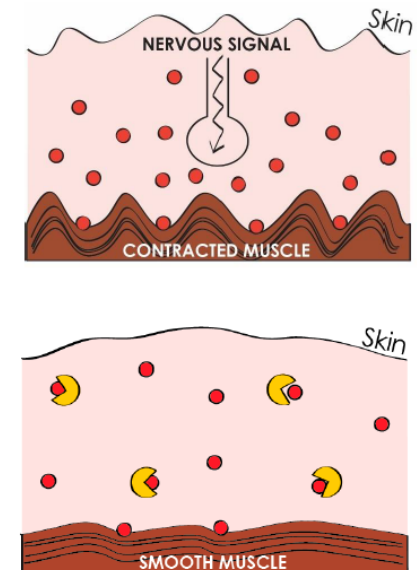
Stevia is a plant from the *Stevia Rebaudiana* species, commonly known as a sweetener in the food industry. In cosmetics, it produces a great Botox-like action, as it increases acetylcholinesterase activity. Acetylcholinesterase is the enzyme that deactivates acetylcholine following the nerve signal, restoring muscle baseline conditions and inducing post-contraction muscle relaxation. As the contraction action of acetylcholine is reduced, even under stress, it intensely smooths the skin. Over time, and with repeated facial movements, the skin loses the ability to return to its original condition. In other words, the fibroblasts no longer relax. Stevia facilitates that relaxation and profoundly reduces expression lines. To view the muscle contraction mechanism, see the slide on muscle contractions.

ACTION

Botox-like effect: helps to relax the facial muscles, reducing expression lines.

RESULT

The skin is smoother and denser, wrinkles and fine lines reduce in depth and length.





PHASE 0	PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5	PHASE 6
EYE PRESSOTHERAPY	VITAMIN RENEWING	ANTI-PUFFINESS & DARK CIRCLES	ANTI-FATIGUE	ANTI-WRINKLE & FIRMING	ANTI-AGING	REJUVENATING

ACTIVE INGREDIENTS

Eyelifting:

Combination of two complimentary anti-aging plants with white flowers, *Hawthorn* and *Arabian Jasmine*, for a multi- functional anti-aging the eye contour.

ACTIONS

- Dark circle-lightening action:
 - Reduces blood vessel permeability, preventing fluid accumulation.
 - Improves blood flow with a draining and purifying action.
 - Breaks down bilirubin, which gives dark circles their color, therefore improving their tone.
 - Reduces melanin in the eye contour and improves the color of dark circles.
- Helps to increase skin density and elasticity, improving eye flaccidity. Tones the skin of the eye contour, lifting the eyelid and reducing double folds.
 - Improves collagen synthesis in the skin.
 - Inhibits collagen glycation: collagen glycation would mean loss of function.



RESULTS

Restores lost firmness to the upper eyelid with a lifting effect and improves dark circles for a total rejuvenating result.



PHASE 0	PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5	PHASE 6
EYE PRESSOTHERAPY	VITAMIN RENEWING	ANTI-PUFFINESS & DARK CIRCLES	ANTI-FATIGUE	ANTI-WRINKLE & FIRMING	ANTI-AGING	REJUVENATING

APPLICATION METHOD

Time: approx. 5 min.

Apply part of the product over the periocular area as an eye mask. Apply the remaining product to the palms of the hands and rub them together to evenly distribute the product. Begin lifting effect massage movements on the neck, moving up to the middle part of the face, and finishing on the periocular area. Concentrate especially on the crow's feet and frown line areas.





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CARBOXYTHERAPY EYE PEEL-OFF MASK 2090. ANTI-AGING.



Unique and exclusive anti-aging eye mask inspired by carboxytherapy and enriched with platinum.
A true cosmetic revolution that acts on the eye contour in a localized manner.

ACTIVE INGREDIENTS

- OWN TECHNOLOGY
INSPIRED BY
CARBOXYTHERAPY
(CO₂ FORMATION)
- PLATINUM

ACTIONS

- Increases hydration
around the eyes
- Reduces flaccidity
- Firms
- Anti-wrinkle

RESULTS

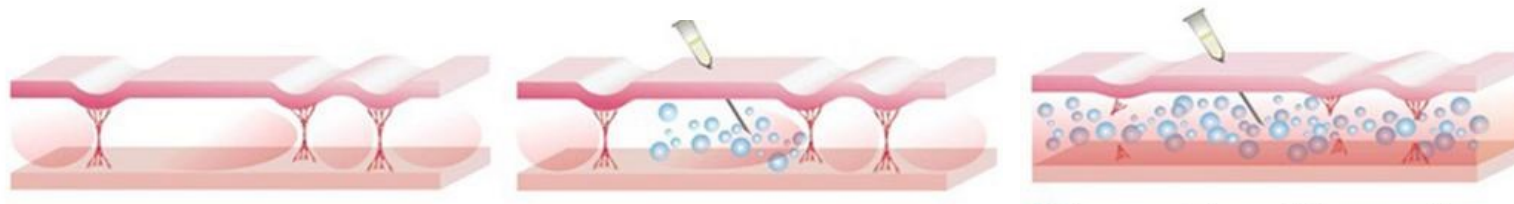
- Globally restores all the
signs of aging around the
eyes
- Reduced flaccidity





PHASE 0	PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5	PHASE 6
EYE PRESSOTHERAPY	VITAMIN RENEWING	ANTI-PUFFINESS & DARK CIRCLES	ANTI-FATIGUE	ANTI-WRINKLE & FIRMING	ANTI-AGING	REJUVENATING

How does carboxytherapy work?



Carboxytherapy treatment involves injecting medicinal carbon gas into the skin or fat, using a very fine needle. Subcutaneous CO₂ microinjections cause automatic vasodilation, improving the circulation and oxygenating the tissue thanks to blood saturation displacement (Bohr effect), progressively lightening the dark tone of under-eye circles. Conversely, injecting CO₂ breaks elastic fibers, which increases collagen and elastin production. This causes a tightening effect, smoothing expression lines.

When oxyhemoglobin (Hb+O₂) nourishes the body with O₂ immediately after injecting CO₂, it believes that there's a decompensation and so increases the amount of O₂ in the area, causing vasodilation and increased local oxygenation. In turn, hemoglobin captures the CO₂ (carbaminohemoglobin) that has been introduced into the body. This action manifests itself through an increased flow rate and the opening of capillaries that are normally closed under physiological conditions.



PHASE 0	PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5	PHASE 6
EYE PRESSOTHERAPY	VITAMIN RENEWING	ANTI-PUFFINESS & DARK CIRCLES	ANTI-FATIGUE	ANTI-WRINKLE & FIRMING	ANTI-AGING	REJUVENATING

ACTIVE INGREDIENTS

Technology inspired by carboxytherapy:

CASMARA has proven the excellent results of carboxytherapy on the eye contour. This is a medical technique with excellent benefits that involves injecting CO₂ beneath the skin, improving oxygenation and circulation in the treated area, lightening the color of dark circles, as well as improving and preventing fluid accumulation and the formation of eye bags.

Inspired by this treatment, CASMARA has developed its own technique using a combination of active ingredients to release CO₂ in the skin, achieving similar results to those of carboxytherapy.

The following reaction occurs in the mask: lactobionic acid in the powder and magnesium carbonate in the gel react to create CO₂. As it is permeable to gases, CO₂ penetrates the skin, performing its oxygenating function and "carboxytherapy".





PHASE 0	PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5	PHASE 6
EYE PRESSOTHERAPY	VITAMIN RENEWING	ANTI-PUFFINESS & DARK CIRCLES	ANTI-FATIGUE	ANTI-WRINKLE & FIRMING	ANTI-AGING	REJUVENATING

ACTIVE INGREDIENTS

Colloidal platinum:

Platinum combats the symptoms of aging in a totally new way, preserving the skin's beauty and creating a unique, never-before-obtained luminosity. It has many cosmetic benefits:

- Powerful antioxidant that protects the cells, especially the cellular DNA, against the oxidative damage caused by free radicals, preventing premature skin aging.
- Rapidly increases collagen and elastin synthesis, deeply firming and providing an immediate lifting effect.
- Stimulates the blood microcirculation and helps to purify toxins, reducing the swelling of eye bags, the color of dark circles and brightening the skin.





PHASE 0	PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5	PHASE 6
EYE PRESSOTHERAPY	VITAMIN RENEWING	ANTI-PUFFINESS & DARK CIRCLES	ANTI-FATIGUE	ANTI-WRINKLE & FIRMING	ANTI-AGING	REJUVENATING

APPLICATION METHOD

Time: approx. 20 min.

1. Empty the entire contents of the GEL sachet (1) and POWDER sachet (2) into a medium-sized bowl.
2. With the help of a spatula (preferably plastic), vigorously mix both components for around 30 seconds, until you achieve an even mixture.
3. Using the same spatula, apply and spread the mask over the eye area, wasting no time, as the mask begins to set 4 minutes after starting the mixture. While the mask is applied, we recommend performing acupressure movements over the top.
4. Remove the mask in one piece, starting at the edges.





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GLOBAL REJUVENATING



Powerful rejuvenating cream that stops eye contour aging.

ACTIVE INGREDIENTS

- *RETINOL –V (BABCHI EXTRACT WITH RETINOL EFFECT)*
- *LIPOSOMAL VIT K1 OXIDE*
- *BOTANICAL BIOMOLECULE COMPLEX*

ACTIONS

- *Speeds up cell renewal. Reduces all the signs that age the eyes: wrinkles, eye bags and dark circles*
- *Fills wrinkles from the inside*
- *Improves skin firmness*

RESULTS

- *Reduces all the signs that age the eyes: wrinkles, eye bags and dark circles*
- *Fills wrinkles from the inside*





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EYE PRESSOTHERAPY	VITAMIN RENEWING	ANTI-PUFFINESS & DARK CIRCLES	ANTI-FATIGUE	ANTI-WRINKLE & FIRMING	ANTI-AGING	REJUVENATING

ACTIVE INGREDIENTS

Retinol – V:

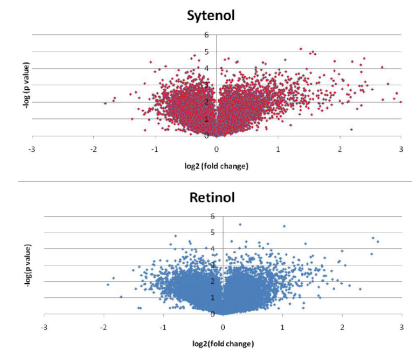
Highly renewing, rejuvenating technological active ingredient. Revolutionary botanical extract derived from the seeds of the Indian Ayurvedic *Babchi* plant. It's functionally similar to retinol, but more effective and without the negative effects that it may cause (irritation, photosensitivity, etc.) In the image, you can see the gene expression profile of both molecules, showing their functional similarity.

ACTIONS:

- Increases firmness: stimulates fibroblasts to increase collagen synthesis. It's also a powerful inhibitor of elastase and collagenase, enzymes responsible for the degradation of both proteins in the skin.
- Broad-spectrum antioxidant action: has an excellent lipid peroxidation inhibiting activity and can stimulate the antioxidant defense system. This double antioxidant action helps to protect the skin from oxidative damage.
- Can speed up cell renewal, causing the removal of older layers to be replaced by young cells with higher moisture levels.
- Controls inflammation by inhibiting or decreasing the gene and pro-inflammatory enzyme expression. The inflammatory reaction cascade erodes the skin's structure, degrading collagen and elastin and causing flaccidity.

RESULTS:

Rejuvenates, improves the skin condition and delays premature aging. Skin is renewed and appears smoother and firmer.



Gene expression comparative profile



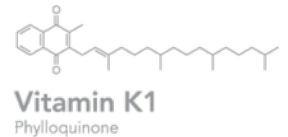


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EYE PRESSOTHERAPY	VITAMIN RENEWING	ANTI-PUFFINESS & DARK CIRCLES	ANTI-FATIGUE	ANTI-WRINKLE & FIRMING	ANTI-AGING	REJUVENATING

ACTIVE INGREDIENTS

Vitamin K1:

Vitamin K1 oxide encapsulated in next-generation liposomes. Improves the blood circulation and stimulates the microcirculation. Improves facial imperfections linked to vascular conditions, such as eye bags and dark circles.



BOTANICAL BIOMOLECULE COMPLEX

Tsubaki Oil:

A purified oil extracted from *Camellia Japonica* or *Tsubaki* seeds.

ACTIONS

- Increases firmness: stimulates fibroblasts to increase collagen synthesis. It's also a powerful inhibitor of elastase and collagenase, enzymes responsible for the degradation of both proteins in the skin.
- Anti-inflammatory effect: reduces the concentration of IL8 (interleukin 8), it's a pro-inflammatory chemokine.
- Protects the barrier function by reducing transepidermal water loss and restoring it after a loss.





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ACTIVE INGREDIENTS

BOTANICAL BIOMOLECULE COMPLEX

Eyelifting:

Combination of two complimentary anti-aging plants with white flowers, *Hawthorn* and *Arabian Jasmine*, for a multifunctional anti-aging effect on the eye contour.

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ACTIVE INGREDIENTS

BOTANICAL BIOMOLECULE COMPLEX

Terminalia Arjuna bark extract:

Obtained using Oleo-eco-extraction patented technology, it captures the protective cardiogenic molecules from *Terminalia arjuna* bark.

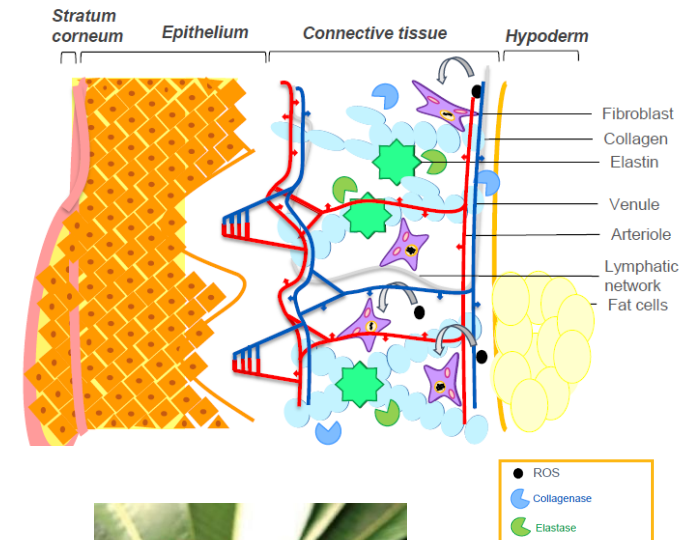
Thanks to the richness of biomolecules, it acts on four synergistic levels involved in the connective tissue and microcirculation.

ACTIONS

- Redensification and elasticity: inhibits elastase and hyaluronidase and enhances collagen in the dermis. Restores skin thickness, firmness and elasticity, helping to reduce visible blood vessels and eye bags as much as possible.
- Strengthens the microcirculation: acts as a vasoconstrictor, tones vascular and lymphatic networks and stops the blood from pooling, correcting eye problems such as puffiness and pigmentation in under-eye circles.
- Vasoprotective action: thanks to its flavonoids, it reduces vessel permeability and inhibits the blood extravasation that leads to eye redness and puffiness.
- Angiogenesis inhibitor: limits the creation of new blood vessels, helping to reduce the visibility of the capillary network and dark circles.

RESULTS

Reduces dark circles and eye bags, providing a fresher, more youthful appearance.





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EYE PRESSOTHERAPY	VITAMIN RENEWING	ANTI-PUFFINESS & DARK CIRCLES	ANTI-FATIGUE	ANTI-WRINKLE & FIRMING	ANTI-AGING	REJUVENATING

ACTIVE INGREDIENTS

BOTANICAL BIOMOLECULE COMPLEX

Spilanthes Acnella and Astragalus Membranaceus extract:

Acts on many signs of aging. Thanks to its synergistic system, it has a rapid and powerful multi-lifting effect on mature skins in low doses.

ACTIONS: combined short- and long-term action mechanism.

- Provides a rapid micro-relaxing activity, helping to inhibit facial contraction movements thanks to a phyto-tensing molecule called Spilanthol.
- Increases cell longevity. Encourages fibroblast proliferation, prevents collagen degradation and stimulates DNA telomeres (we know that they shrink during the aging process), due to its high saponin content, including Astragaloside IV.
- Preserves the cells and combats the signs of aging at a cellular level, as it contains linoleic acid (Omega 6) and coenzyme Q10.

RESULTS

Corrects deep wrinkles and expression lines and improves the skin quality by restructuring collagen networks and remodeling the skin microrelief.



stragalus membranaceus



spilanthes acnella



PHASE 0	PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5	PHASE 6
EYE PRESSOTHERAPY	VITAMIN RENEWING	ANTI-PUFFINESS & DARK CIRCLES	ANTI-FATIGUE	ANTI-WRINKLE & FIRMING	ANTI-AGING	REJUVENATING

ACTIVE INGREDIENTS

FILLIDERM®:

It is a natural mineral composed of calcium carbonate, sodium and magnesium minerals and trace elements such as iron, copper, zinc, manganese. It causes a soft-focus effect. The definition of this term has been "stolen" from the photographic industry and transferred to the field of cosmetics. It is used to eliminate imperfections and generally produces a dream image. In cosmetic terms, it is based on the use of a substance capable of penetrating into the wrinkles and filling them. This substance not only has to fill this area, but also has to be able to imitate the color of the skin and transmit light through reflection immediately hiding all the defects of the skin.

ACTION

- Immediate anti-wrinkle filler: Penetrates into the wrinkle, fills it and reflects UV/visible rays found in the atmosphere. The resulting transmitted light has a changed wavelength, which is reflected in all possible directions from irregularities in the wrinkle area and consequently, the wrinkle is optically hidden from the first application.
- Natural coverage: its typical color allows to obtain a natural and elegant coverage effect that does not give the idea of an intense and unnatural color tone to the skin. The natural pink tone, after interacting with UV rays and visible light, assumes a lighter shade that illuminates the skin giving a sculpting effect.

RESULT

Optically fills and removes wrinkles and other skin imperfections.



PHASE 0	PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5	PHASE 6
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APPLICATION METHOD

Time: approx. 3 min.

Apply a drop of cream to each fingertip. Then rub the fingers of both hands together and apply to the upper third part of the face. Perform *effleurage* movements to provide the customer with an intense feeling of relaxation.





RESULTS

WRINKLE

ERASER (crow's feet, eye contour and frown lines).
Botox-like effect.

Reduces and softens the depth of wrinkles.

FADES DARK CIRCLES.

Anti-fatigue and brightening.

Reduces under-eye shadows and brightens the eyes.

INTENSE RELAXATION

Unique, deeply relaxing experience. The mind rests and accumulated stress disappears.

LIFTING EFFECT.

Firming and tightening.

More wide-awake eyes.

REDUCES EYE BAGS.

Depuffing.

Stimulating and anti-puffiness effect.



Sublime, refreshed, relaxed and visibly younger-looking eyes.



RESULTS 1st SESSION

BEFORE

AFTER



BEFORE

AFTER





COMPETITIVE ADVANTAGES

IT'S NOT JUST A TREATMENT.

It doesn't just treat the area, it also provides the customer with a sublime body and mind holistic experience through different textures, temperature changes and specific professional massages.

HOLISTIC TREATMENT COMBINING THE TRADITIONAL WITH THE CUTTING-EDGE.

The best traditional natural ingredients obtained using the most innovative techniques to extract the purest active ingredients from each plant.

EFFECTIVELY TREATS ALL PROBLEMS IN THE AREA.

Decongests eye bags, corrects the color of dark circles, improves the appearance of wrinkles and acts on eyelid flaccidity.

95% NATURAL INGREDIENTS.

We achieve the best results with maximum skin care. We select the gentlest ingredients to respect such a delicate area.

INSPIRED BY CARBOXYTHERAPY.

*Combination of ingredients and massage techniques that achieve spectacular results without injections.
Algae Peel-Off Mask based on carboxytherapy.*



TREATMENT RECOMMENDATIONS

No. of sessions: **4 or 8 sessions**, depending on diagnosis.

Session frequency: **weekly**, although a shock treatment with twice-weekly sessions may be performed.

*As it's a **COMPLEMENTARY** treatment, it's possible to cross-sell with all other brand treatments.*

We can offer it to all customers having any other Casmara treatment, who want to boost and strengthen the rejuvenating action on the eye contour.

To customers having the eye treatment, we can recommend any other of the brand's treatments appropriate for their skin type and treatment needs.



WARNINGS

Do not perform the treatment if the customer:

- Presents any connective tissue conditions or dermatitis.
- Has had botulinum toxin injections within 7 days prior to the treatment.
- Has had hyaluronic acid or other filler injections within 21 days prior to the treatment.

Removing contact lenses prior to receiving the treatment is mandatory.

CASPARA

Eye Perfection



HOME-USE PRODUCTS



The protocol is 100% EFFECTIVE when the SALON TREATMENT is used in combination with the HOME-USE COSMETICS.



WRINKLE ERASER.

ACTION:

- Intensive eye contour restorer.
- Botox Effect. Softens wrinkles and prevents their future appearance.
- Increases firmness and elasticity in the area.
- Improves eye bags and clarifies dark circles.

RESULTS:

Rejuvenates the eyes by acting on the signs of aging.

ACTIVE INGREDIENTS:

- EYESERYL®: global firmness and elasticity treatment. Combination of anti-wrinkle and draining active ingredients. Inhibits the glycation or hardening of collagen fibers (aging) and prevents the loss of elasticity around the eyes, while having a decongesting effect on eye bags and dark circles.
- ARGIRELINE®: anti-aging peptide formulated with 6 natural amino acids. Softens repetitive facial movements (Botox effect). Slows down the appearance of wrinkles and softens existing ones.
- ORSIRTINE®: anti-aging active ingredient rich in sirtuin modulating peptides, proteins linked to cell longevity. Prevents the appearance of the signs of aging, increasing cell longevity, preventing them from dying prematurely and protecting them against the negative effects of cellular stress.
- COLLAGENEER®: lifting effect, provides firmness and elasticity to the skin. Controls the entire collagen synthesis process so that high quality collagen is produced, and strengthens the dermal extracellular matrix deteriorated by aging.



EYE BAG AND DARK CIRCLE CORRECTOR.

ACTION:

- Decongests and improves circulation.
- Boosts lymphatic drainage in the area.
- Corrects dark circles and reduces eye bags.
- Increases skin hydration, firmness and elasticity.

RESULTS:

Corrects the signs of fatigue, stress and tiredness around the eyes.

ACTIVE INGREDIENTS:

- EYELISS®: anti-fatigue. Decongesting, draining and firming effect on eye bags and dark circles. Acts by decreasing capillary permeability, increasing lymphatic circulation, reducing inflammation and improving firmness and elasticity.
- Very low molecular weight HYALURONIC ACID (< 90 kDa): ultra-hydrating active ingredient. Provides the skin with turgor and flexibility, while filling wrinkles from the inside. Its main actions include:
 - Increasing fibroblast proliferation.
 - Stimulating the skin repair process.
 - Increasing hydration and preventing water loss.
 - Improving skin cohesion by strengthening the integrity of its layers and its barrier function.



EYE CONTOUR CREAMS

frequently asked questions by consumers

HOW MUCH EYE CREAM SHOULD I APPLY?

Applying more product doesn't increase its benefits; quite the contrary. Misusing eye cream could cause it to accumulate, resulting in swollen eyelids or the appearance of tiny cysts. It should be the size of a grain of rice, divided into tiny dots along the eye sockets.

WHERE EXACTLY SHOULD I APPLY IT?

Don't apply it just beneath the eye, but on the socket, where it touches the bone, as well as the outer corners of the eyes to combat crow's feet, preferably avoiding the upper eyelids, unless specified on the product label.

HOW DO I APPLY IT?

With the fingertip of the ring finger. Beauty experts recommend this, as it's the weakest fingertip and therefore, applies less pressure to this very delicate area. The movement should be from the temple to the tear duct and in the opposite direction, towards the outside, in a delicate back and forth movement, taking care - very important - not to stretch the skin to avoid forming wrinkles. After three or four strokes, it's advisable to press near the tear duct for a few seconds to drain the area and prevent eye bags. And to finish: gentle tapping with the fingertips to encourage total product absorption.

THANKS for being part of the
CASMARA *world*

#CASMAREyePerfection
#perfecteyes



Casmara UK



Casmara_UK



www.casmaramask.co.uk