

brighter eyes,  
unmasked.



**NEW!**

stress positive  
eye lift

**dermalogica®**



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# introduction

Our industry has long maintained that stress undermines health, and that our primary role is to help clients reduce stress. However, scientists have recently discovered that stress can often be good for us. In fact, many forms of stress help us grow, stay alert, be more motivated and have more energy – if we have a positive mindset. Stress compels us to dare, to love, to act and, in short, to care.<sup>1</sup> Stress also affects our bodies, including the skin.<sup>2</sup> Doctors are learning more about the connection between our minds and bodies, and how skin responds to what we perceive as "positive stress" versus "negative stress."

Inspired by these discoveries, the skin health experts at Dermalogica and The International Dermal Institute have developed NEW Stress Positive Eye Lift. This active, cooling cream-gel treatment and masque visibly lifts and energises the eye area while brightening and de-puffing under-eye circles. Positioned in the Daily Skin Health line, Stress Positive Eye Lift helps clients who love burning the candle at both ends optimise the appearance of their eye area so they can stay focused on what matters most.



# stress positive eye lift at a glance

## why your clients need it

With so much to achieve in life, clients want to look as alert and healthy as possible. NEW Stress Positive Eye Lift keeps them looking awake and energised so they can focus on the task at hand – not their under-eye bags.

## what it is

Stress Positive Eye Lift is a high-performance eye treatment and masque that energises skin to reduce visible signs of stress.

## how it works

This active, cooling cream-gel works with the skin's natural microbiome, or microflora, to brighten and energise the eye area, while Sea Water Extract and Arctic Algae minimise the look of puffiness and dark circles.

## skin condition

All skin conditions.

## key benefits

- **Firms** skin to help generate a lifting effect.
- Visibly **de-puffs** the under-eye area.
- **Energises** skin and helps restore skin barrier integrity.
- **Brightens** the appearance of dark under-eye circles.
- Works with the skin's natural microbiome.

## application

Apply generously around cleansed eye area using cooling massage applicator. Leave on for 3-5 minutes. Massage any excess product into skin, or tissue off. Use as needed for a quick boost, or daily to address signs of chronic eye fatigue.



brightens

**Wild Indigo Seed** actives help reduce the appearance of dark circles.



lifts

**Fermented Yeast** helps firm skin and generate a lifting effect.



de-puffs

**Sea Water Extract** and **Arctic Algae** counter the look of puffiness.



# the positive side of stress

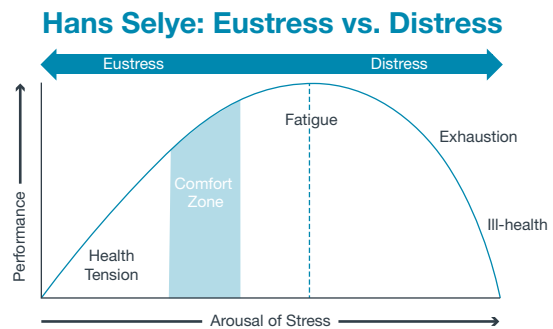
In order to understand the appeal of Stress Positive Eye Lift, it helps to further examine traditional views on stress and the emerging research that is challenging those views.

Recent research indicates that not all stress is bad; in fact, the health implications of stress have long been misunderstood. This is likely because much of the research on stress has been done under conditions that do not reflect humans in typical situations where day-to-day stressors are often self-selected, or under one's own control.<sup>1</sup>

Stress has long been portrayed as having a direct correlation to morbidity outcomes, and the chronic diseases associated with them. The general conclusion is that the more stress you have, the worse your health will be and the shorter you will live.<sup>1</sup> Recent studies show that the truth may be much more nuanced. For example, one study has found that people's attitudes toward stress are a much stronger indicator of negative outcomes than their actual levels of day-to-day stress. Participants in this study who reported a very high stress life, but did not view stress as unhealthy, had dramatically lower morbidity than those who reported very low stress lives, but did view stress as unhealthy.<sup>1</sup> As Hans Selye, the researcher and endocrinologist who coined the word 'stress,' says, "it is not stress that kills us; it is our reaction to it."

While stress has a bad reputation, it is not always bad. There are actually two kinds of stress, eustress and distress. Eustress is positive, or beneficial, stress. The term consists of the Greek prefix eu- meaning "good," and stress, literally meaning "good stress." This type of stress can be healthy, giving one a feeling of fulfillment, meaning, hope or other positive feelings. It is the same type of stress that is often felt by runners before

a race, public speakers before a presentation, and everyday people about to do extraordinary things, like saving a life. On the other hand, distress, is negative, or "bad stress." This type of stress is commonly used to define stress as a whole. Distress fuels feelings of strain and defeat as well as depression, and is often the result of trauma or chronic, unsustainable pressure in life. (See Figure 1.)



**Figure 1.** Eustress increases motivation, focused energy and performance while distress leads to exhaustion and declining health. Note the occurrence of fatigue in between.

Both eustress and distress are not defined by what causes the stress, but rather how a person perceives it (i.e., as a negative threat or a positive challenge). While distress has been correlated with decreased life satisfaction and wellbeing, eustress has been positively correlated with increased life satisfaction and wellbeing.<sup>1</sup>



Even when the eustress doesn't feel helpful – as in the case of anxiety – welcoming it (say, as excitement) can transform it into something that is helpful: more energy, more confidence, and a greater willingness to take action. Athletes can condition themselves to welcome stress as a challenge or sign of meaning, and use it to build more strength and endurance. Researchers in Germany observed that teachers and physicians who viewed their anxiety as helpful were less likely to be burned out, frustrated or drained by their work than those who viewed their anxiety as harmful.<sup>1</sup>

The concept of positive stress is beginning to take hold around the world. In 2014, of those who reported having a great deal of stress in the past month, 67% believed that stress had a positive effect at some point in their life.<sup>3</sup>

### Stress, Skin and the Mind-Body Connection

We have seen that the skin can reflect what a person feels inside. For example, fear may reveal itself as *cutis anserina*, or goose bumps. Anxiety or excitement may reveal itself as sweat. Embarrassment may reveal itself as flushed, red or rosy skin. This is because the skin contains a plethora of nerve endings that are in constant contact with the brain. This relationship between the brain and the nervous system influences the skin's immune cells through various receptors and chemical messengers, such as neuropeptides.




If the logic holds true that "bad stress" (or distress) can worsen skin concerns, then it is reasonable to assume that the absence of distress can reduce skin concerns. For example, eustress can release oxytocin (aka the love hormone), known to counter the effects of cortisol, which can thicken hair follicle cells and increase oil production in the skin, as well as neuropeptides that lead to itchiness.<sup>4</sup>

Psychodermatologists (doctors who specialise in psychology and dermatology) support this hypothesis, and are further investigating mechanisms in the skin that may respond to psychological stress. Studies have already established a link between a positive mindset and increased longevity, as well as decreased pain and decreased incidence of diseases such as stroke and the common cold.<sup>5</sup> It is now thought that certain types of stress may interfere with the immune system, affecting the skin's capacity to heal. One recent study suggested that positivity (aka the trait positive affect) may correlate to faster skin barrier recovery. In the study, people who self-reported higher levels of trait positive affect showed faster skin barrier

recovery within an hour of disruption than people who self-reported low levels of trait positive affect.<sup>6</sup> Research also suggests that chronic negative stress can disrupt the function of the skin's permeability barrier, which normally keeps out harmful substances and prevents the loss of fluid from skin cell layers.<sup>7</sup>

While people can't just think their way to healthy skin, improving their state of mind may help support skin treatment results. For example, one small study of psoriasis patients found that those who listened to mindfulness meditation tapes while undergoing standard phototherapy (psoralen plus ultraviolet A, or PUVA) healed faster than those who had the light treatment alone.<sup>7</sup>

A close-up photograph of a woman with her eyes closed, holding her hands to her forehead in a gesture of stress or pain. She has a worried expression. The background is blurred, showing what appears to be a kitchen counter with some fruit.

Chronic negative stress, or distress, can lead to dehydration and worsen the appearance of the eye area.

## The Effects of Stress on the Eye Area

At about 0.5 mm, the skin around the eyes is some of the thinnest and most delicate on the body. This makes it one of the first areas to show signs of stress. People who are experiencing stress, particularly distress, may be less likely to tend to bodily needs such as hydration, nutrition, sleep and daily sun protection, all of which can worsen the appearance of the eye area. Common effects can include:

- **Loss of volume:** When dehydrated, the eye area loses volume, resulting in a sunken appearance. Fine dehydration lines can also appear, along with dark circles.<sup>8</sup>
- **Puffiness:** Lack of proper nutrition and increased consumption of processed foods can result in excess salt intake, generating puffiness under the eyes. Capillaries can also stretch and leak, further contributing to puffiness.<sup>8</sup>
- **Dark circles:** Lack of sleep, along with hyperpigmentation, can worsen dark circles, which are sometimes hereditary. When people are tired, blood circulation tends to slow, allowing oxygenated blood to pool and become more visible under the thin skin around the eyes. This can give dark circles a more purplish hue. Lack of proper sun protection can also further darken pigmentation around the eyes.<sup>8</sup>
- **Free radical damage:** People under stress may smoke, which can generate free radicals that can lead to signs of skin ageing<sup>9</sup> and disrupt sleep.<sup>10</sup>
- **A weakened skin barrier:** Dehydration, lack of sleep, excessive rubbing and smoking can also weaken an already thin skin barrier, leading to increased visibility of what lies underneath.<sup>11</sup>



Those who respond positively to stress, or experience eustress, may be more likely to recover faster and engage in health-promoting behaviors.<sup>6</sup> As is the case with emerging acne breakouts, taking quick action can help speed the skin's performance and recovery. Applying Stress Positive Eye Lift as soon as stress is recognised is one positive way to handle the effects of burning the proverbial candle at both ends. A high-performance eye treatment and masque for high performers, Stress Positive Eye Lift firms, hydrates and lifts the eye area, reduces the appearance of puffiness and brightens dark circles.

While Dermalogica would always counsel a balanced approach to life, there are times in all of our lives where we simply need to step up and get things done. Whether we are feeling eustress or distress, recognising that stress comes from caring about what is at stake can be a helpful motivator. It is during these times that Dermalogica remains committed to delivering on our highly-personalised approach to skin health in which "we read skin" to help our clients' look, feel and perform at their best.

# key ingredients

When developing Stress Positive Eye Lift, the skin health experts at The International Dermal Institute extensively researched ingredients and formulations that would dramatically improve key client concerns in the delicate eye area, without compromising skin health. These key concerns included signs of perceived fatigue such as sagging skin, wrinkles, dark under-eye circles and puffiness.

The following ingredients were selected for their outstanding performance at lifting, energising, brightening and/or de-puffing the skin. Whereas some ingredients offer multiple benefits, all of these ingredients work synergistically toward a common goal: to illuminate the eye area and promote an energised, positive appearance while the body is experiencing stress.



## **Tephrosia Purpurea (Wild Indigo) Seed Extract**

Wild Indigo is a native Indian plant used in the Ayurvedic tradition for its anti-inflammatory properties.<sup>12</sup> This perennial, resilient plant helps brighten skin by increasing under-eye luminosity, improving skin tone and visibly reducing under-eye dark circles.<sup>13</sup>

## **Maris Aqua (Sea Water) Extract and Hydrolyzed Algin (Arctic Algae)**

Sea Water Extract is an energising, enriched seawater that helps enhance the skin barrier for protection against environmental stressors. Arctic Algae is a humectant or conditioning agent derived from the arctic. Together, these two ingredients provide toning action to help combat the formation of wrinkles and heavy bags. In addition, they help improve skin firmness under the eyes, smooth fine lines, and reduce the volume of sagging under-eye bags, aka puffiness.<sup>14</sup>

## **Saccharomyces Ferment Lysate Filtrate (Fermented Yeast)**

Fermented Yeast is manufactured in a lab using fermentation biotechnology in which yeast are fed a nutrient media essential for the yeast's development. This ingredient is helpful for firming and hydrating skin to help generate a lifting effect, as well as protecting the skin's barrier integrity. In-vitro studies have confirmed that Fermented Yeast is effective at protecting skin lipids, which are critical for proper functioning of the skin's lipid structure. In-vivo clinical studies have shown that Fermented Yeast has anti-wrinkle, skin-firming abilities as well as the ability to reduce Trans-Epidermal Water Loss (TEWL) and enhance skin moisturisation.<sup>15</sup>

### Hyaluronic Acid Blend

Our natural levels of Hyaluronic Acid decrease with age, resulting in drier, thinner skin. This calibrated blend contains Hyaluronic Acids of various molecular sizes that work synergistically to provide exceptional hydrating benefits. The smaller Hyaluronic Acid molecules penetrate further into the skin to improve moisturisation while the larger molecules stay near the surface, forming a protective film that decreases Trans-Epidermal Water Loss (TEWL). Added benefits include antioxidant power, enhanced skin elasticity and strengthening of the skin barrier for an overall lifted effect.<sup>16</sup>

### Diglucoyl Gallic Acid

This next-generation molecule is activated by the skin's natural microbiome, or stratum microbium, to brighten hyperpigmentation – one of several factors that can contribute to appearance of dark circles under the eyes. Stratum microbium are natural "microflora," or microorganisms, that live on the upper layers of the stratum corneum. These microflora convert Diglucoyl Gallic Acid into TriHydroxy Benzoic Acid,<sup>17</sup> which has four times the antioxidant power of Vitamin C and is 60 times more efficient than Kojic Acid (a natural alternative to Hydroquinone) at brightening the skin.<sup>18</sup>

## Key Ingredients by Benefit

ingredients	lifts	brightens	energizes	de-puffs
Tephrosia Purpurea (Wild Indigo) Seed Extract		•	•	
Maris Aqua (Sea Water) Extract and Hydrolyzed Algin (Artic Algae)	•		•	•
Saccharomyces Ferment Lysate Filtrate (Fermented Yeast)	•			
Hyaluronic Acid Blend	•			
Diglucoyl Gallic Acid		•	•	



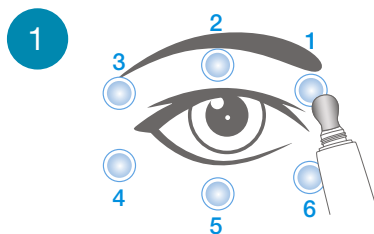


# client service and retail activation

The following tools and services are designed to help you educate your clients on the effects of stress in the eye area and the benefits of Stress Positive Eye Lift. Use these tools to create an educational path toward retail purchases and/or service bookings, and share how-to advice that your clients can use at home.

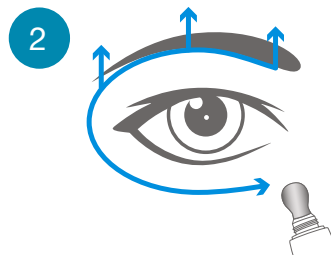
## **NEW! Eye Lift DIY | time:** 1 minute

Teach your clients this exclusive Dermalogica massage technique so they can incorporate it into their daily routine! This do-it-yourself technique helps cultivate a more energised appearance in the delicate eye area. For the best experience, have them perform the following movements using the product's cooling applicator tip.



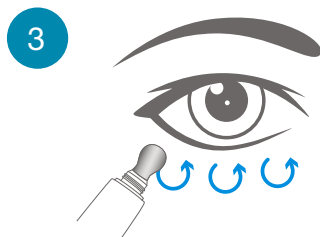
### Apply

Starting on the right eye, generously apply 6 dots as shown.



### Lift and Energize

Press and lift up at the inner, center and outer corners of your eye brow. Hold each lift for 1–2 seconds and glide between lifts. Continue to glide gently under your eye, back to your brow. Repeat all movements 3 times on each eye.



**a.** Gently circle under eye, from the outer corner to the inner corner.



**b.** Glide back toward the outer corner. Repeat movements 3 times on each eye.

### Brighten and De-puff

**For Optimal Results** Leave product on skin for 3–5 minutes. Massage in any excess, or tissue off. Follow with your prescribed Dermalogica eye treatment.

### NEW! 3 steps to bright eyes lesson

This is a great way to enjoy **Stress Positive Eye Lift** and learn Dermalogica's exclusive technique, the **Eye Lift DIY**. The **3 Steps to Bright Eyes Lesson** teaches the customer how to care for the delicate eye area. This lesson helps optimise the appearance of the eyes, making them brighter and more energised, so they can stay focused on what matters most - not their dark circles.

1. Greet and welcome the customer and invite them to take a seat at Skin Bar® to experience the **3 Steps to Bright Eyes Lesson** to achieve brighter and firmer skin around the eyes. Begin the conversation by asking if they experience stress? Share a positive aspect of stress, such as seeing it as a motivator to help them get things done. However, we do know trying to do it all can sometimes leave its mark on the delicate eye area such as puffiness, dark circles and tired eyes.
2. Ask customers to look in the mirror and note where they see fine lines, hyperpigmentation, puffiness/bags, dark circles and sensitivity.
3. Take a moment to explain the Skin Bar® setup with product, mirror, moistened wipes, highlighting that **Stress Positive Eye Lift** is the key product in the class.
4. Have the customers put on a headband before beginning the cleanse. Have dental bib and clip or towel available for customers that prefer to protect their clothing.
5. Teach customers how to cleanse eye area with **Soothing Eye Make-Up Remover** or **PreCleanse**.
6. Option: For a light exfoliation and added brightening, direct the customer to apply Daily Resurfacer around the eye area. If any customer has noticed sensitivity or uses retinol around the eye area, it is advised to omit this step.
7. Guide the customers through the **Eye Lift DIY**. Refer to the steps on the **Skin Bar® placemat**.
8. Show and tell **Stress Positive Eye Lift** and refer to the cooling applicator tip. Let customers know for home use they would apply and perform the **Eye Lift DIY** with the actual **Stress Positive Eye Lift** applicator. However, for this Skin Bar® lesson, they will be using their finger to become familiar with the movements.
9. For optimal results, leave product on skin for a few minutes. Use this time to recap benefits of the product. Massage in any excess, or lightly tissue off if necessary.
10. To finish have them apply a thin layer of **Total Eye Care SPF15** or prescribed Dermalogica Eye Treatment.
11. Let customers know further information about **Eye Lift SkinSolver** or **Eye Lift MicroZone®** and book them for their follow up appointment. Be sure to send them home with their new **Stress Positive Eye Lift** product.

# client service and retail activation

## **NEW! Eye Lift SkinSolver®** | time: 10 minutes

Brighter eyes, unmasked! This eye-opening service is to illuminate the eye area and promote an energised, positive appearance while the body is experiencing stress. It delivers quick, visible eye benefits, letting you focus on what matters most—not your tired eyes.

1. Consult with the customer and perform Face Mapping® skin analysis around the eyes and in between the brows. (1 minute)
2. Cleanse the eyes using **PreCleanse** or **Soothing Eye Makeup Remover** on a damp disposable wipe or damp cotton wool. (2 minutes)
3. Lightly exfoliate using **Daily Resurfacer** or **Daily Microfoliant®**. (1 minute)
  - Alternatively cleanse the entire face using **PreCleanse** on damp disposable wipes followed by **Daily Resurfacer**.
4. Have the customer close their eyes and spritz with **Antioxidant HydraMist** or prescribed Dermalogica Toner. (1 minute)
5. Perform **Eye Lift DIY** using one professional Cooling Eye Wand and an almond size amount of **Stress Positive Eye Lift** for both eyes. Leave masque to work for 2-3 minutes. Circle the eyes 1-3 times with fingertips to smooth any excess product. (3 minutes)
  - a. Optional: Penetrate with ultrasonic or microcurrent or perform microcurrent eye lifting.
5. Finish with **MultiVitamin Power Firm, Total Eye Care SPF15** or prescribed Dermalogica Eye Treatment (1 minute)
  - b. If entire face was cleansed Tone and Moisturise according to skin and apply **SkinPerfect Primer SPF30**.
6. Complete the Face Mapping® Prescription Sheet with recommended products and further treatment advice; book the customer for a follow up **Eye Lift MicroZone®** or in-room full treatment. (1 minute)





# professional recommendations

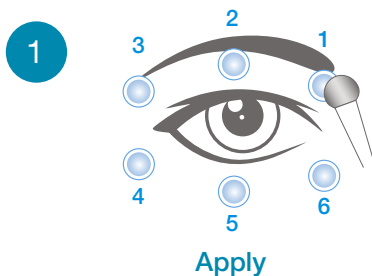
When incorporating Stress Positive Eye Lift into your treatments, it is important to remember that the skin is the body's largest organ, and that it responds profoundly to human touch and energy. Likewise, your attitude toward stress in the treatment room affects not only how you feel but how you talk about stress and the energy you put forth toward your client. Maintaining a positive outlook on stress in the treatment room can create an atmosphere of positivity for you and your client, resulting in the best mind, body and skin health benefits.

With Stress Positive Eye Lift available in professional size, you can now offer a targeted eye masque in every skin treatment!

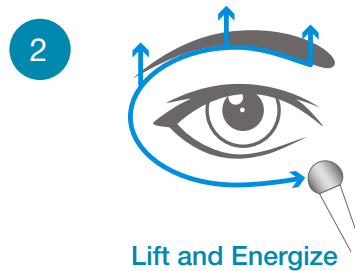
## The Eye Lift Pro Technique

**time:** 4 minutes

Using the professional-sized **Stress Positive Eye Lift** and the NEW professional-only **Cooling Eye Wands**, this exclusive Dermalogica eye-lifting technique gives clients additional attention in the eye area and leaves skin brighter, stronger and more energized, with fewer visible signs of stress. You can perform this technique as an added benefit to any professional skin treatment. Be sure to use the Cooling Eye Wands on both eyes at the same time to perform this technique.



Generously apply 6 dots of Stress Positive Eye Lift to both eyes as shown.



Press and lift up at the inner, center and outer corners of the eye brows. Hold each lift for 1–2 seconds. Gently glide wands beneath the eyes, back to the brows. **Repeat 3 times.**



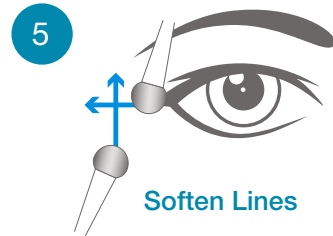
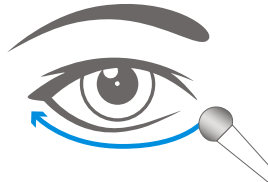
With medium to firm pressure, lift at the inner corners of the brows, then glide wands under the brows, draining to the temporal lymph nodes. Next, starting at the inner corners of the eyes, press and smooth wands under eyes, draining out to the temples. **Repeat 3 times.**

# professional recommendations



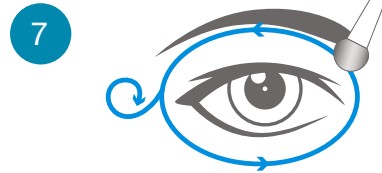
## Brighten and De-puff

Gently perform small circles under the eyes, from the outer corners to the inner corners. Glide back toward the outer corners. **Repeat 3 times.**



## Relax and Release

With alternating eye wands, draw a small "x" between brows to smooth lines and release tension. **Repeat 6 times.**



## Finish

Circle around the eyes one time and complete the massage with small circles at temples 6 times. Apply light pressure and remove wands. Gently massage in excess product.

Beginning near the temple, draw small "t's" by gliding with one wand upward and moving the other wand outward to the hairline. **Repeat on each side 6 times.**

## NEW! Eye Lift service add-on | time: 15 minutes

Every client booking for a 60-minute skin service could benefit from some extra attention to the eye area. Why not offer a 15-minute service add-on during your promotional period? Apply **Stress Positive Eye Lift** and use your **Cooling Eye Wands** to perform the **Eye Lift Pro Technique** during the Masque stage of treatment. Add some micro current lifting or **Contour Masque** for enhanced results.

**NEW! Eye Lift MicroZone®** | time: 20 minute

This intensive, energising professional treatment focuses on the eye area and delivers benefits such as lymph drainage, reduced puffiness, fewer visible fine lines and brighter skin around the eyes.

Consult with the customer and ask pertinent questions about stress levels, lifestyle, and eye area concerns. Check for any possible contraindications, especially to electrical modalities and exfoliation.

1. Cleanse the eyes using **PreCleanse** or **Soothing Eye Makeup Remover** on damp cotton wool. (2-3 minutes)
2. Perform zone-specific Face Mapping® skin analysis (zones 6, 2, 8) looking for fine and deep lines, dehydration, puffiness and pigmentation. (1 minute)
3. Lightly exfoliate using **Daily Resurfacer** or **Daily Microfoliant**®. (1-2 minute)
  - The ultrasonic brush or ultrasonic blade on exfoliation mode may be used with **Daily Microfoliant**®. Remove with warm disposable wipes or damp cotton wool
  - Alternatively cleanse the entire face using **PreCleanse** on damp disposable wipes followed by **Daily Resurfacer**.
4. Apply **Stress Positive Eye Lift** and perform **Eye Lift Pro Technique** with **Cooling Eye Wands**. (4 minutes)
  - If the entire face was cleansed, apply a Masque according to skin.
5. If microcurrent is available, lifting movements may be performed around the eye area. Ensure microcurrent is set to lift mode/programme. Use **MultiActive Toner** for conduction. ( 6-7 minutes)
  - If microcurrent is not available, or as an additional option to de-puff and soothe the eyes, proceed with using **Contour Masque**. Remove once set.
6. Spritz with **Antioxidant HydraMist** or prescribed Dermalogica Toner. (1 minute)
7. Finish with **MultiVitamin Power Firm, Total Eye Care SPF15** or prescribed Dermalogica Eye Treatment (1 minute)
  - If entire face was cleansed Tone and Moisturise according to skin and apply **SkinPerfect Primer SPF30**.
8. Complete the Face Mapping® Prescription Sheet with recommended products and further treatment advice; book your client for another **Eye Lift MicroZone**® or in-room full treatment.

# frequently asked questions

**When and how should my client use Stress Positive Eye Lift?** This product works best when generously applied on cleansed skin (after toner and before moisturiser). Your client may follow with a recommended eye cream.

**Can Stress Positive Eye Lift be used on the lashes?** We do not recommend using Stress Positive Eye Lift on the lashes or lash line, or allowing the product to get into the eyes.

**Can my client sleep in Stress Positive Eye Lift?** This product may be applied at night prior to sleeping. Be sure to advise your client to massage in or remove any excess product residue with a tissue.

**Can I use Stress Positive Eye Lift to customise my professional treatments?** Yes! Stress Positive Eye Lift and our professional-use Cooling Eye Wands are a great way to add enhanced lifting, energising, brightening and de-puffing eye benefits to your treatments.

**Can I use an exfoliant on the eye area prior to using Stress Positive Eye Lift?** You may use Daily Microfoliant® around the eye area as long as the client has no signs of sensitivity. Do not apply Stress Positive Eye Lift if client is using other highly-active products or ingredients such as Retinol.

**Can I use Stress Positive Eye Lift around the lip area?** Due to its highly-active nature, Stress Positive Eye Lift should NOT be used around the lip area.



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the stress  
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