

The truth about eye care

The what, the why and the how about the product. With our most popular myths debunked.

Section: Product stories

What is eye care?

What makes eyes so special they get their very own beauty regime? It's all about the delicate eye skin which is thinner and prone to special concerns like puffiness, dark circles, eyelid hooding and the rather unpleasantly-named crows' feet.

Why do eyes get special treatment?

Target your concerns

Different eye creams address different problems. For puffiness or dark circles, look for one with caffeine. For general care, look for ingredients like hyaluronic acid, vitamin C, and retinol. The right eye cream can reduce wrinkles, fine lines, and dark circles, leaving your under-eye area looking refreshed and beautiful.

“You don't need eye care until the first wrinkle”

Get proactive

You need to protect and nourish the delicate skin around the eye even if your eyes are free of bags, sags and puffiness and you've never even heard of crows' feet. Make a fuss of the eye area from your early 20s.

“Retinol is bad for the eyes”

No it's not

While retinol can cause sensitivity as skin adjusts, that's no reason to miss out on its benefits. Dermatologists agree that the right formula in eye cream can be highly effective for skin around and under the eye. A formulation with ferrulic acid is less likely to irritate.

How to incorporate eye care into your routine

A gentle touch

The skin near the eyes is about as delicate as skin gets, so you need to be careful to avoid damaging it. Using one pump of cream, cover the skin around both eyes. Now tap gently into the upper and lower lid and around the bone, avoiding the eyelash line.