

The truth about dark circles

From debunking common myths to understanding causes and effective skincare ingredients.

Section: Focus area stories

What are dark circles?

Dark circles around the eyes can be caused by genetics, skin pigmentation and ageing. Although we think of them as fatigue-related, it's not that simple.

What causes dark circles and puffiness?

“The beauty sleep fix all”

It's not that simple

A good night's sleep is a dream for overall wellness, but it won't magic away dark circles all on its own. So get enough rest and target the area with eye creams that contain vitamin C and peptides.

“More product, more results”

Don't overdo it

A pea-sized dot is enough for both eyes. Using your ring (not index) finger means you're less likely to tap too hard. Move from the inner part of your eyebrow along the orbital bone, making small dots. Go easy: rubbing or massaging too hard can damage this delicate area.

“Eye cream is only for under eyes”

Apply to the whole eye area

Are you applying eye cream to the under-eye area? For best results, apply to the whole eye. Do this twice a day, circling inward to outward to prevent build-up in the inner eye corner.

The ingredients you need for dark circles

Caffeine

Caffeine works wonders in skincare thanks to its vasoconstrictive abilities. By narrowing blood vessels, it can treat dark and puffy eyes, so you don't lose any sleep over them.

Vitamin C

Vitamin C is known for its brightening and antioxidant properties. It helps reduce the appearance of dark circles by inhibiting melanin production and promoting a more even skin tone.