

Ionû™ Brite Eye Crème

Causes for Discoloration or Dark Circles

It is due to a combination of thin skin, the color of blood in veins running through the skin and the occasional leakage of blood pigment into the thin, fragile skin directly beneath the eyes. When you see a person with pale skin caused by illness or exhaustion, the circles become even more obvious due to contrasting skin tones.

- Genetics
- Free radical damage from sun exposure
- Seasonal allergies may darken the area. Fluid accumulation stretches the skin, making it more translucent.
- Pregnancy may cause the pigment to be deposited under the eyes. This disappears after delivery
- Makeup application causes squinting, which creates more abuse to the area
- Poor sleep cycles
- Repeated friction such as pulling on the skin to insert contact lenses. Repeated friction can also cause hyper-pigmentation. Dry eyes and the rubbing factor are also conducive to this problem.

Indications

- To lighten and eliminate discoloration and dark circles under the eyes
- To condition and improve the appearance of skin that does not heal well or bruises easily
- To nourish the surrounding tissue and fight free radical damage

Key Features

- Excellent for pre- and post-operative treatment
- Unique delivery system combining Emu Oil, Vitamin E and Arnica 2%.
- Deep penetrating
- High levels of Arnica Montana. Known for its calming, soothing, hyper-anemic healing and anti-phlogistic properties. It also activates blood flow to the skin
- Emu Oil has tremendous moisturizing capabilities. It is also a transport of bioactive elements into the skin and appears to accelerate the body's ability to heal itself. It is listed by the Australian TGR (Therapeutic Goods Register), a government agency similar to our FDA, as an active ingredient and an active substance
- Emu Oil contains Oleic and Linolenic essential fatty acids to nourish the skin. Gamma-Linolenic Acid, an essential fatty acid, enhances the skin's barrier protective system.
- Vitamin E (USP) is a well-known healing agent and antioxidant. This also creates a synergistic effect between Arnica Montana and Emu Oil
- Helps to heal existing damage and protect the skin from further damage
- Superior, elegant emollient with excellent stability
- Grease-less. Non-toxic. Fragrance-free
- Great for people who have:
 - o Blepharoplasty (eyelid tuck)
 - o Rhytidectomy (facelift)
 - o Rhinoplasty (nasal reconstruction)
 - o Sclerotherapy (spider veins, facial)
 - o Tumescant Liposuction (fat removal)
 - o Telangiectasis (dilation of capillaries)
 - o Varicose tissue (broken capillaries)
 - o Diabetes

Directions

- Apply a thin and even layer, the size of a small pea for each eye that covers the affected area.
- Do not use on broken or abraded skin.
- If using a skin bleaching agent or lightener, discontinue the lightener. Do not resume usage of the lightener for at least 14 days following complete healing.
- After application during the day, apply a broad-spectrum sunscreen.
- *Dark Circles:* Apply around the peri-orbital socket. Use in lieu of a moisturizer or an eye crème. Allow drying. Apply sunscreen, apply makeup.
- *Cosmetic Surgery:* Use pre- and post-operative under the direction of a physician. Do not apply directly to sutures.
- *Prophylactic and Pre-Op:* Use twice daily to help condition the skin. Use the crème at least two weeks prior to a procedure or activity to minimize and prevent further bruising.
- *Post-operative:* An excellent vehicle to treat common bruising following surgery. Use twice daily. You may use this in conjunction with our E2 Serum for its anti-inflammatory benefits and reduction of scar tissue.



Product Information - Moisturizers

Caution

- For topical use only. Avoid direct contact with eyes and mucous membranes.
- Keep away from small children.
- If irritation develops, discontinue use
- Store at room temperature. Do not expose to excessive heat.

Item/Package Details

Sizes	Item	Bottle	pH	Shelf Life
0.5 oz/14.2 gm	62052	Plastic Jar	7.4-7.9	12 months

CATEGORY: Moisturizer PRODUCT: Ionu™ Brite Eye Crème						
Skin Type	Sensitive	Dry/Mature	Normal	Combination	Oily	Acne
	✓	✓	✓	✓	✓	✓
Face	Approximately a four month supply.					

Ingredients

Deionized Water, Arnica Montana Oil, PEG-100 Stearate, Emu Oil, Tocopheryl Acetate USP, Mineral Oil, Propylene Glycol, Cetyl Alcohol, Hybrid Sunflower Oil, Stearic Acid, Borageamidopropyl Phosphatidyl PG-Dimonium Chloride, Cyclomethicone, Japanese Green Tea Extract, Triethanolmine, Diazolidinyl Urea, Methylparaben, and Propylparaben.

Ionû™ Tri Complex Retinol Eye Crème w/Vitamins A, C, E

Physiology of the Skin

- Vitamin A is sensitive to UVA & UVB radiation. *Ultra Violet radiation will cause a significant decrease in the skin’s vitamin content*
- Lab studies reveal that cells supplemented with Vitamin A can return to a more normal stage. This is called ‘*skin normalization*’
- It is believed that pre-cancerous squamous and basal cells normalize through a reaction of Vitamin A and your DNA material within the cells

Indications

- To normalize skin functions, which are essential for normal epidermal cell development and maintenance
- To prevent degenerative changes which take place with accelerated aging of the skin
- To improve moisture and protect the skin from further environmental damage

Key Features

- Stimulates epidermal cell development. Impedes accelerated aging of the skin by normalizing the tissue
- Improves exfoliation, tone and texture. Use on uneven skin tone and discoloration
- Reduces deep lines and creases, while smoothing and softening the tissue
- Eliminates dark circles and restores normal texture. Excellent for puffy eyes
- Restores delicate eye area to an extraordinarily youthful appearance
- Quickly driven into the skin after addition of a mask treatment
- 5% combination of Retinol with the addition of Retinyl Palmitate. Accelerates antioxidant activity
- May be used in conjunction with Glycolic Acid products
- Advanced silicone matrix technology allows this product to be resistant to the oxidation of Vitamin A (both Retinol and Retinyl Palmitate)

Directions

- Apply a small amount under each eye after cleansing
- Gently massage and pat with fingertips until absorbed. Do not rub into the skin
- Day: Once dry, follow with sunscreen and then makeup. Night: Cleanse and add Retinol Eye Crème.

Caution

- External use only. Avoid direct contact with the eyes. Keep out of reach of small children
- If irritation lasts for more than two days, discontinue use for a few days and then try again
- Keep away from direct sunlight. Do not freeze or store near very cold areas

Item/Package Details

Sizes	Item	Bottle	pH	Shelf Life
0.5 oz/14.2 gm	92401	Plastic Jar	7.5	18 months

CATEGORY: Moisturizer PRODUCT: Ionû™ Tri-Complex Retinol Eye Crème						
Skin Type	Sensitive	Dry/Mature	Normal	Combination	Oily	Acne
	✓	✓	✓	✓	✓	✓
Face	Approximately a four month supply.					

Ingredients

Deionized Water, Phospholipids and Retinyl Palmitate USP, Retinol, Glyceryl Stearate SE, Glycerin USP, Squalane, D-Alpha Tocopherol Acetate USP, Cyclomethicone, Dimethiconol, Octyl Cocoate, Soybean Oil, Lecithin, Glycolipids, Cetyl Esters Wax, Hybrid Sunflower Seed Oil, Emulsifying Wax NF, Cetyl Alcohol, Borageamidopropyl Phosphatidyl PG-Dimonium Chloride, Isopropyl Myristate, Ubiquinone, Triethanolamine, Polysorbate 20, Dimethicone, Carbomer, Grapefruit Seed Extract, and Diazolidinyl Urea.



Product Information - Moisturizers

Ionu™ Lite Eye Crème
AHA/Glycolic Acid

Indications

- To relieve visible signs of dry skin.
- To refine lines and improve the tone and texture of skin around the eyes.
- To refine crow's feet.

Key Features

- Fragrance-free.
- Compatible with eye makeup.
- Refines fine lines around the eyes.
- Purified glycolic acid.
- 1% glycolic concentration to minimize irritation around the eye.
- Recommended for all age groups.
- Hydrates sensitive skin in the peri-orbital socket.
- Designed for all skin types.

Directions

- Gently blend a small amount of cream into dry areas around the eye.
- If applying makeup, allow 5 minutes to allow eye cream to set.
- Apply sunscreen (SPF 15 or 20 with UVA and UVB protection) daily for best daytime results. Sunscreen should be applied at least 30 minutes prior to getting into sunlight for optimum effect.
- May be applied twice daily.

Caution

- For external use only.
- Keep out of reach of small children.
- If irritation develops, discontinue use.

Item/Package Details

Sizes	Item	Bottle	pH	Shelf Life
0.5 oz/14.2 gm	2240	Plastic Jar	4.1	6 months

CATEGORY: Moisturizer PRODUCT: Ionu™ Lite Eye Crème						
Skin Type	Sensitive	Dry/Mature	Normal	Combination	Oily	Acne
		✓	✓	✓	✓	✓
Face	Approximately a four month supply.					

Ingredients

Water, Caprylic/Capric Triglyceride, Butylene Glycol, Isopropyl Palmitate, Glycolic Acid, Stearic Acid, Dimethicone, Glyceryl Stearate, PEG-100 Stearate, Petrolatum, Sorbitan Stearate, Cholesterol, Cetyl Alcohol, Hydrogenated Castor Oil, Lanolin Alcohol, Ammonium Hydroxide, Xanthan Gum, Magnesium Aluminum Silicate, Diazolidinyl Urea, Methylparaben, Propylparaben, Tetrasodium EDTA, Cedarwood Oil, Lavender Oil, and Lemon Oil

Ionū™ Vita Hydrator Eye Crème w/Vitamins A, C & E

Indications

- To add moisture and nutrients to sun damaged tissue.
- To improve puffiness and calm the skin from inflammation.
- To fight oxidation and improve free radical damage.

Key Features

- A light and elegant eye crème
- Antioxidant activity to fight radical damage
- Vitamin A improves thin and sensitive tissue
- Vitamin C fights free radical damage and is an anti-inflammatory agent
- Vitamin E fights free radical damage. Works synergistically to enhance other ingredients
- Contains three extremely potent humectants (Squalane, Glycerin and Panthenol)
- Softens the skin leaving it silky smooth
- Improves tone and texture, while soothing the skin
- Grape Seed Extract is a powerful antioxidant
- Good for all skin types
- Animal cruelty-free

Directions

- Apply a small amount into under eye areas.
- Allow drying before applying makeup.
- Use day or night. May be used twice daily

Caution

- External uses only.
- If irritation develops, discontinue use.

Item/Package Details

Sizes	Item	Bottle	pH	Shelf Life
0.5 oz/14.2 gm	62040	Plastic Jar	N/A	12 months

CATEGORY: Moisturizer PRODUCT: Ionū™ Vita Hydrator Eye Crème						
Skin Type	Sensitive	Dry/Mature	Normal	Combination	Oily	Acne
	✓	✓	✓	✓	✓	✓
Face	Approximately a four month supply.					

Ingredients

Purified Water, Squalane (from olives), Isopropyl Palmitate, Jojoba Oil, Glycerin, BIS-Diglyceryl Caprylate/ Caprate/ Isostearate/ Stearate/ Hydroxystearate Adipate, Petrolatum, Phenyl Trimethicone, Ubiquinone, PEG-100 Stearate, Glyceryl Stearate, Locust Bean Gum/Hydrolyzed Casein, Algae Extract/Butylene Glycol, Hydrogenated Castor Oil, PEG-20 Methyl Glucose Sesquistearate, DEA Cetyl Phosphate, Cetyl Alcohol, Cholesterol, Sorbitan Stearate, Sodium Hyaluronate, PEG-40 Stearate, Lanolin Alcohol, Magnesium Aluminum Silicate, Tocopherol Acetate, Ascorbyl Methylsilanol Pectinate, Panthenol, Hydroxyethylcellulose, Diazolidinyl Urea, Aloe Powder, Retinyl Palmitate, Methylparaben, Simethicone, Orange Oil, Grape Seed Extract, Propylparaben, Tetrasodium EDTA, DMDM Hydantoin, Iodopropynyl Butylcarbamate and BHT.