

CHOLLEY Phytocell Eye Contour Cream is a Super Premium product specifically formulated for problems of wrinkles, dark circles, and swelling of this most prominent facial area. It is based on the **CHOLLEY** exclusive **IC-RAMP®** Technology, with the objective of delivering the best, the most effective, and the most complete eye contour product.

Eye Contour Area

The delicate skin of the **eye contour area** is thin and it lacks support of large muscles or fat (adipose) tissue. It is constantly subject to changes of facial expressions and eye movements. As a result the eye contour area prematurely displays signs of aging. Tiny wrinkles appear relatively early and progressively become deeper and more evident. The perceptible age of an individual is principally influenced by the condition of his or her eye contour area. Sun exposure, smoking, physical or psychological stress, and dryness of the skin accelerate and intensify the aging process.

Periorbital Dark Circles

Dark circles are another common problem of the eye contour area. The skin of the eyelids (periorbital skin) is only about 0.5 mm thick compared to an average of 2mm for the rest of the body. It is the thinnest skin in the body and covers a bony structure. The purple tinge of the lower eyelids is due to large venous blood vessels that carry oxygen-poor blood close to the surface of the skin. Dark circles are generally an inherited trait and tend to be more evident among individuals with a deep-set bone structure or a transparent skin. They are also common among some racial groups with darker complexions.

As skin matures it loses collagen and elastin, becoming thinner, less elastic, and more translucent. Fatigue, an unhealthful life style, and sun damage further weaken the skin. Poor blood circulation may also clog capillaries and exert additional pressure on an already fragile connective tissue. Consequently dark circles tend to become more evident with age and are often accompanied by congestion and puffiness.

CHOLLEY Phytocell Eye Contour Cream

Based on the **IC-RAMP®** Technology, **CHOLLEY Phytocell Eye Contour Cream** is splendidly rich in phyto stem cells extracts, phytobiological actives, emollients, and hydrating factors. It is a total product for all the major problems affecting the eye contour area. The synergistic action of **Symphytum** and **Crocus Chrysanthus** phyto stem cells, coupled with the anti-aging properties of hydrolyzed soy and rice proteins creates a potent phytobiological engine that restores the structural integrity of the skin. As a result:

- The collagen and elastin matrix regains its strength
- The skin becomes firmer and more elastic
- Wrinkles diminish in size and depth
- Dark circles become less evident

CHOLLEY Phytocell Eye Contour Cream also improves skin's capillary circulation by eliminating congestion due to excess fluids. This helps reduce puffiness and the visibility of the periorbital dark circles.

Stem Cells, Skin Regeneration, and IC-RAMP® Technology

Skin cells are in constant communication with one another. For instance, when the skin is cut, cells at all layers (epidermis, dermis, and hypodermis) get involved to prevent infection and heal the damage. Intercellular communication also involves regenerative processes. As an example exfoliation of dead epidermal cells triggers production of new cells at the basal (germinating) layer of the skin.

Ingredients:

AQUA, PEG-6 STEARATE, GLYCERIN, ETHYLHEXYL PALMITATE, CAPRYLIC/CAPRIC TRIGLYCERIDE, PROPYLENE GLYCOL, HYDROXYPROPYL STARCH PHOSPHATE, C10-18 TRIGLYCERIDES, HYDROXYPROPYL CYCLODEXTRIN, GLYCOL STEARATE, PEG-32 STEARATE, BENZYL ALCOHOL, CUCUMIS SATIVUS FRUIT EXTRACT, ARBUTIN, SCLEROTIUM GUM, HYDROLYZED GLYCOSAMINOGLYCANS, ISOMALT, ACACIA SENEGAL GUM, AESCULUS HIPPOCASTANUM LEAF EXTRACT, TOCOPHEROL, ASCORBYL PALMITATE, HYDROLYZED RICE BRAN PROTEIN, OLIGOPEPTIDE-5, PARFUM, DEHYDROACETIC ACID, PENTAERYTHRITYL TETRA-DI-T-BUTYL HYDROXYHYDROCINNAMATE, RETINYL PALMITATE, ARACHIS HYPOGAEA OIL, CALCIUM PANTOTHENATE, SODIUM BENZOATE, GLYCINE SOJA PROTEIN, PHENOXYETHANOL, SUPEROXIDE DISMUTASE, SYMPHYTUM OFFICINALE ROOT CELL EXTRACT, PHOSPHOLIPIDS, POTASSIUM SORBATE, SODIUM DEXTRAN SULFATE, CROCUS CHRYSANTUS BULB EXTRACT.

Packaging:

Available in retail version



CHOLLEY Phytocell Eye Contour Cream

Ref. 1005V
15 ml

Why stem cells?

Adult stem cells play an important role as a repair system for living organisms. They are responsible for replenishing dying cells and regenerating damaged tissues. Skin stem cells are located in the basal layer of the epidermis, where they constitute 2-7% of the cell population. Skin stem cells have a limited life span and they are affected by environmental stress factors. As the skin ages the number and the efficiency of its stem cells diminish. To slow the aging process stem cells have to be protected and fortified. Fortunately, human stem cells exhibit epigenetic factors similar to those of some special plants. Hence these phyto stem cells can be used to supply vital nutrients (metabolites) to human stem cells and improve their health, strength, and longevity.

IC-RAMP® stands for **Inter Cellular Regenerative Relay, Resonance, and Amplification**. It takes advantage of the capacity of special phyto stem cells to trigger release of **Connective Tissue Growth Factor (CTGF)** by the keratinocytes of the epidermis. **CTGF** reaches deep into the dermis layer to boost production of new connective tissue by Fibroblast cells. The dermis layer is where the most notable signs of aging - lines and wrinkles – develop as skin matures. **CTGF** binds with special receptors on fibroblasts to set off the production of new collagen, elastin, and hyaluronic acid that constitute the **Extra Cellular Matrix (ECM)** or the fundamental support structure of the skin.

Performance characteristics & active ingredients

CHOLLEY Phytocell Eye Contour Cream performs important dermatological functions as follows:

- **Reinforces the Extra Cellular Matrix (ECM) to reduce wrinkles and dark circles**

GLYCINE SOJA PROTEIN
HYDROLYZED RICE BRAN PROTEIN
OLIGOPEPTIDE-5
RETINYL PALMITATE (Vitamin A)
CALCIUM PANTOTHENATE (Vitamin B5)

- **Regenerating & firming action for a stronger and more elastic skin**

CROCUS CHRYSANTUS BULB EXTRACT
SYMPHYTUM OFFICINALE ROOT CELL EXTRACT

- **Lifting action**

HYDROXYPROPYL CYCLODEXTRIN

- **Intense hydrating action**

HYDROLYZED GLYCOSAMINOGLYCANS (precursors of Hyaluronic Acid)

- **Protects against oxidative stress**

SUPEROXIDE DISMUTASE
TOCOPHEROL (Vitamin E)
ASCORBYL PALMITATE (Vitamin C)

- **Emollient action**

PHOSPHOLIPIDS
C10-18 TRIGLYCERIDES

- **Decongestant action to reduce dark circles and puffiness**

CUCUMIS SATIVUS FRUIT EXTRACT
AESCULUS HIPPOCASTANUM SEED EXTRACT

- **Skin lightening action**

ARBUTIN

To properly perform its functions, skin has to be constantly repaired and renewed by its stem cells. This constant renewal ensures that the epidermis remains smooth and even. As skin ages, the regenerative capacity of epidermal stem cells diminishes and the skin becomes thinner, drier, and rougher.

Symphytum officinale - also known as **comfrey** - is one of the oldest known medicinal plants with healing, anti-inflammatory, and soothing properties. Stem cells cultures of **Symphytum** have clearly demonstrated their ability to restore the regenerative capacity of human epidermal stem cells. Tests with tissues extracted from elderly subjects have proven particularly notable for building a thicker and smoother epidermis with a higher content of hyaluronic acid. For this reason **CHOLLEY Phytocell Eye Contour Cream** uses stem cell extract of **Symphytum** to:

1. Reduce the depth of wrinkles
2. Diminish the visibility of dark circles
3. Increase the firmness and smoothness of the eye contour area



Before treatment



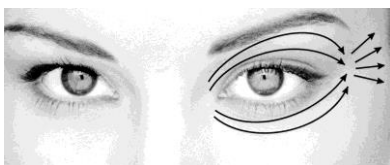
After 8 weeks of treatment

Recommended use

CHOLLEY Phytocell Eye Contour Cream is exclusively for use on the skin of periorbital (eye-contour) and temple regions. It helps keep the skin smooth, firm, elastic, and wrinkle-free. The product is excellent for men and women of all ages. It holds back wrinkles, diminishes the visibility of dark circles, and reduces the puffiness of the eye contour area.

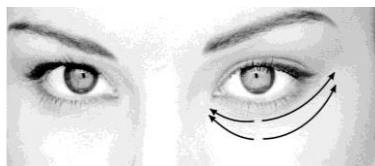
Application

In the morning and especially in the evening after complete cleansing of face, apply **CHOLLEY Phytocell Eye Contour Cream** to the eye contour area with a delicate massage. On the *eye orbit region* proceed with light semi-circular movements towards the external corners of the eyes. For the *temple region* use radiating movements away from the external corners of the eyes. For *sagging upper eyelids* use a very small amount of the cream, in the unlikely event of heaviness or discomfort avoid upper eyelids.



For *dark circles and puffiness* use a draining massage as follows:

Start with your index finger in the centre of the lower eyelid. With light rolling movements of the fingertip apply a small amount of the cream going slowly from the centre towards the external corner of the eye. In the same manner repeat the application going from the centre towards the internal corner. Repeat the movements several times to ensure optimal penetration of the cream.



In case of an accidental contact with the eyes, rise well with cold water.