

LOVE, LOVE, LOVE

# WE ALL SCREAM FOR EYE CREAM!

TRUE STORY: once upon a time, eye cream almost got me fired. Steely in skincare scepticism, I'd stomp my size-5s and debate (often hotly) with the boss: science vs. marketing spin. I wanted to like eye cream but my left brain just couldn't quite buy it.

So what's with the 180? It's because eye insurance has gone all 2011. "They are more refined, concentrated and pure," agrees Sydney cosmetic physician and fellow former-doubter Dr Joseph Hkeik ([www.allstaintscosmedical.com.au](http://www.allstaintscosmedical.com.au)).

They're better targeted and built smarter to redefine, protect and plumpify super-fine skin. Totally techy and seriously upskilled, meet the brand-new eyecare crew. Yes, I'm a believer!

## 1. THE DELUXE LIFT

**La Prairie Cellular Eye Cream Platinum Rare, \$490 (1800 649 849)**

I didn't expect to actually feel "invisible mesh" in this illuminating cream/serum hitching my sags skyward. And yet I feel tighter, brighter, firmer. Using colloidal platinum to "rewire" skin to act younger and undamaged, it also gets the balance of moisture, circle-preventing peptides and puff-deflating caffeine just right.

## 2. SALUTE TO THE SUN

**Prevage Eye Ultra Protection Anti-aging Moisturizer SPF15, \$150 (1800 015 500)**

Dr Wendy Lee, associate professor at the Bascom Palmer Eye Institute in the US, worded me up on this – her favourite. She talked advanced ingredients, worked a smoking-hot doctor vibe (girl crush!), and looked radiantly bright-of-eye, even after long-hauling to Sydney. Naturally, I took notes. It's about powerhouse antioxidant idebenone, specially formulated to penetrate properly, and non-irritating SPF to cancel the number-one cause of skin ageing. She calls it major anti-crow's-feet artillery. Firing up.

## 3. THE NATURALIST

**Yes to Blueberries Eye Firming Treatment, \$19.99 (02 9905 7300)**

Botanically powered by vitamins and free-radical neutralising anthocyanins, plus paracress flower for firming, the name of this game is to strengthen microstructure and refine lines. As for puffiness, that's a lymph circulation thing, says Dr Hkeik: "Apply eye cream with a half-moon massage, concentrating towards the inner corners where drainage happens."

Backstage at PPO S/S 11



**NEWSFLASH: INJECTA-EYELIFT**  
Word is, this is the magic Demi's working. New, ultra-fine injectable hyaluronic acid fillers made to iron-out crepiness in delicate eye zones previously thought too fragile for needlwork. "It essentially plumps hollows with moisture and smooths but also reduces dark circles," says Dr Hkeik. Jabs start at approximately \$440.



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