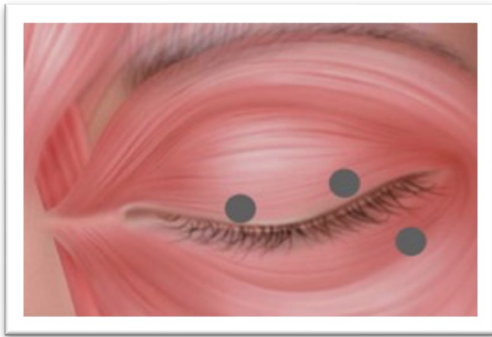


# GENOSYS EyeCell EYE ZONE CARE SYSTEM

# EyeCell EYE ZONE CARE SYSTEM

## Characters Of Skin Around Eyes

Around the eyes, skin has very thin and sensitive skin tissues. And the skin around eyes does more actions than any other parts and makes a lot of expressions. Due to these characters, it is one of the first areas on the face where aging begins.

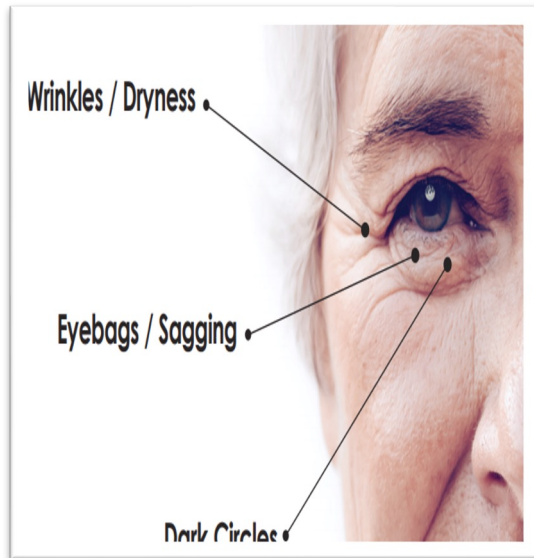


- ✓ Thin skin layer
- ✓ Loose connective tissue
- ✓ Little sweat and sebum secretion
- ✓ So many actions
- ✓ Blood vessels are concentrated
- ✓ Easily affected by stressful factors

# EyeCell EYE ZONE CARE SYSTEM

## Symptoms Of Around Eyes

Skin concerns around eyes are diverse and complex; fine lines and wrinkles, under eye circles, eyebags, dryness. They can be caused not only by the characteristics of thick and sensitive skin around eyes, but also by UV, stress, lack of sleep, excessive drinking, aging, poor blood flow, and other environmental factors that irritate the skin around eyes. And these symptoms do not occur one by one, but tend to occur simultaneously.



- ☒ Crow's feet
- ☒ Fine wrinkle
- ☒ Eye Bag, Sluggish
- ☒ Dark Circle
- ☒ Pigmentation
- ☒ Dehydration
- ☒ Puffy eyes

# EyeCell EYE ZONE CARE SYSTEM

## Concept

GENOSYS EyeCell EYE ZONE CARE SYSTEM is a powerful solution to treat the skin concerns around eyes by combining microneedling with a right mixture of ingredients for total eye rejuvenation.

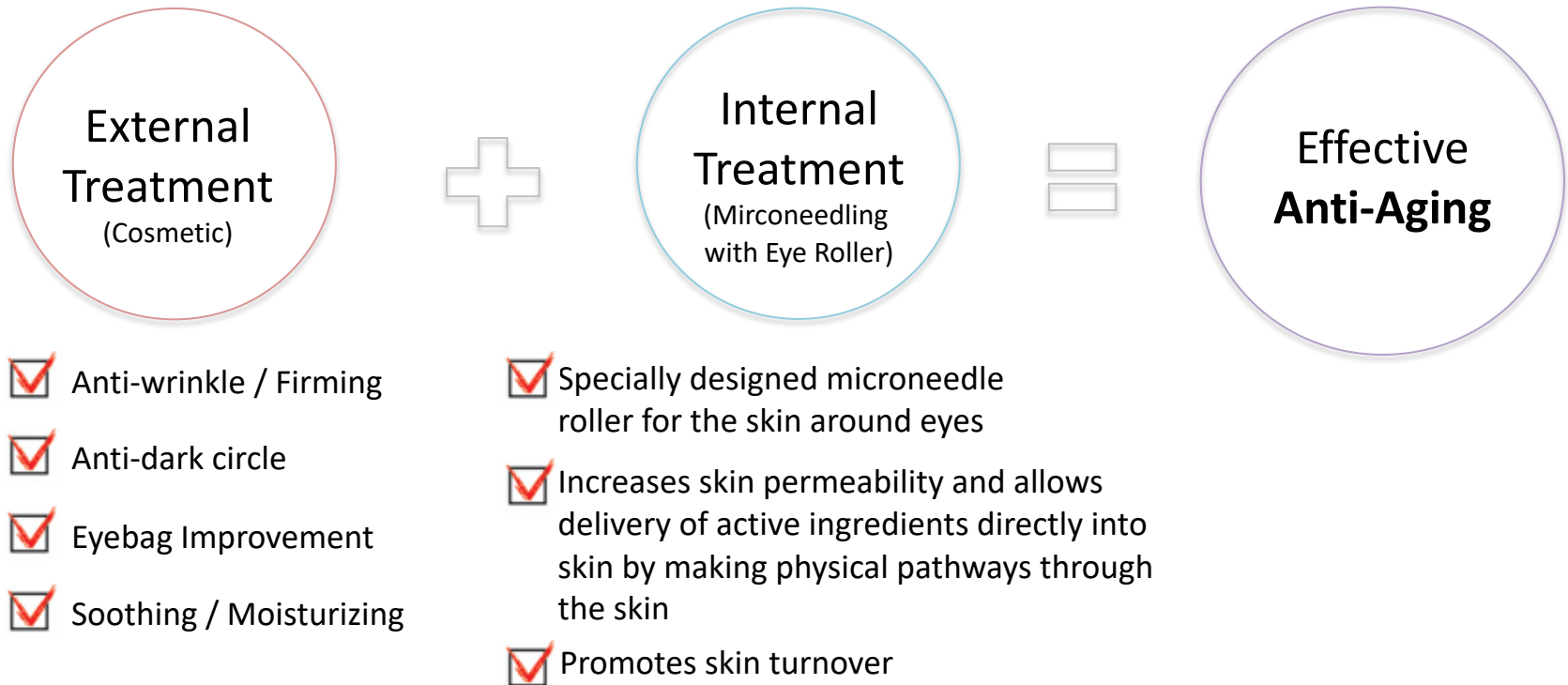


### [Components]

- EYE ROLLER
- EyeCell EYE CONTOUR SERUM
- EyeCell EYE CONTOUR CREAM
- EyeCell EYE PEPTIDE GEL PATCH

# EyeCell EYE ZONE CARE SYSTEM

## Mechanism



# EyeCell EYE ZONE CARE SYSTEM

## Treatment Protocol

### **Step 1. Eye Contour Serum + Eye Roller**

Apply the sufficient amount of Eye Contour Serum under the eyes and under the eyebrows. Roll over then serum with Eye Roller.

### **Step 2. Eye Peptide Gel Patch**

Apply the patched under the eyes and/or the eye brow bones for 20 minutes and remove the patches.

### **Step 3. Eye contour Cream**

Apply the sufficient amount of Eye Contour Cream and gently massage with fingers until absorbed.

# GENOSYS EyeCell EYE ZONE CARE SYSTEM

## COMPONENTS

# EyeCell EYE ZONE CARE SYSTEM

## Eye Roller

It is a microneedling roller specially designed for delicate eye contour area. It regenerate skin tissues and promote collagen production by triggering skin's self-healing process as well as dramatically increase skin permeability and delivery of nutritive elements into skin by creating physical pathways through skin.



Article	Number of Needles	Needle (mm)	Head Color	Grip Color
EBT025	60	0.25	Black	White



# EyeCell EYE ZONE CARE SYSTEM

## EyeCell EYE CONTOUR SERUM

It is a highly enriched all-in-one eye serum that helps improve wrinkles, dark circles and diminish the appearance of eye puffs with peptide complex, botanical callus culture extracts and anti-dark circle complex. It is specially formulated to be used with GENOSYS eye roller.



[NET WT. 10ml]

### [Key Ingredients]

Palmitoyl Hexapeptide-12, Copper Tripeptide-1, Acetyl Hexapeptide-8, Anti-Dark Circle Complex (Haloxyl™), Vitis Vinifera (Grape) Callus Culture Extract, Rosa Damascena Callus Culture Extract, Adenosine, Arbutin, Sodium Hyaluronate, Allantoin, Panthenol

# EyeCell EYE ZONE CARE SYSTEM

## EyeCell EYE CONTOUR CREAM

It is a daily cream for eye contour area that brings younger-looking eye contour by helping reduce wrinkles and dark circles and depuff the under eye with peptide complex, botanical callus culture extracts and Haloxyl™.



[NET WT. 20g]

### [Key Ingredients]

Palmitoyl Hexapeptide-12, Copper Tripeptide-1, Acetyl Hexapeptide-8, Anti-Dark Circle Complex (Haloxyl™), Vitis Vinifera (Grape) Callus Culture Extract, Rosa Damascena Callus Culture Extract, Adenosine, Arbutin, Hydrolyzed Collagen, Scutellaria Baicalensis Root Extract, Simmondsia Chinensis (Jojoba) Seed Oil

# EyeCell EYE ZONE CARE SYSTEM

## EyeCell EYE PEPTIDE GEL PATCH

It is a patented thermo-sensitive hydrogel mask for eye contour area that soothes and moisturizes the skin that went through dermatologic procedures or natural aging. And it improves eye bags.



[NET WT. 101g (60ea)]

### [Key Ingredients]

Acetyl Hexapeptide-8, Hydrolyzed Collagen, Made White™, Calcium Lactate, Centella Asiatica Extract, Aloe Barbadensis Leaf Powder, Scutellaria Baicalensis Root Extract, Centella Asiatica Extract, Multi 12 Complex, Adenosine, Allantoin, Niacinamide, Panthenol

# GENOSYS EyeCell EYE ZONE CARE SYSTEM

## KEY INGREDIENTS

# EyeCell EYE ZONE CARE SYSTEM

## Key Ingredients

EC Peptide Complex  
Hydrolyzed Collagen  
Adenosine  
Botanical Stem Cell Extracts

HALOXYL™  
Made White  
Licorice Extract  
Niacinamide

Sodium Hyaluronate  
Centella Asiatica Extract  
Scutellaria Baicalensis Root Extract  
Aloe Barbadensis Leaf Powder  
Simmondsia Chinensis (Jojoba) Seed Oil  
Allantoin  
Panthenol

Anti-wrinkle &  
Antioxidation

Anti-dark circle  
& Brightening

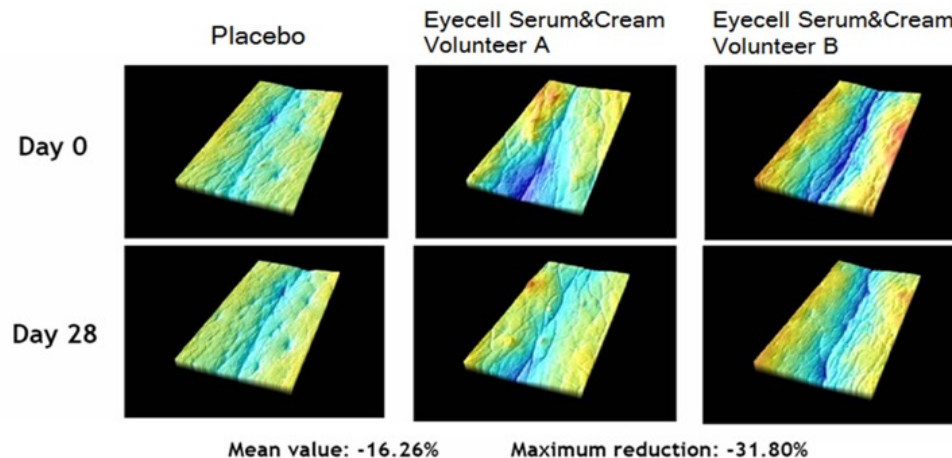
Soothing &  
Moisturizing



# EyeCell EYE ZONE CARE SYSTEM

## EC Peptide Complex

- Complex of Acetyl Hexapeptide-8, Palmitoyl Hexapeptide-12, Copper Tripeptide-1
- It prevents skin-aging and reduces wrinkle depth.
- In-vivo test: Anti-wrinkle activity

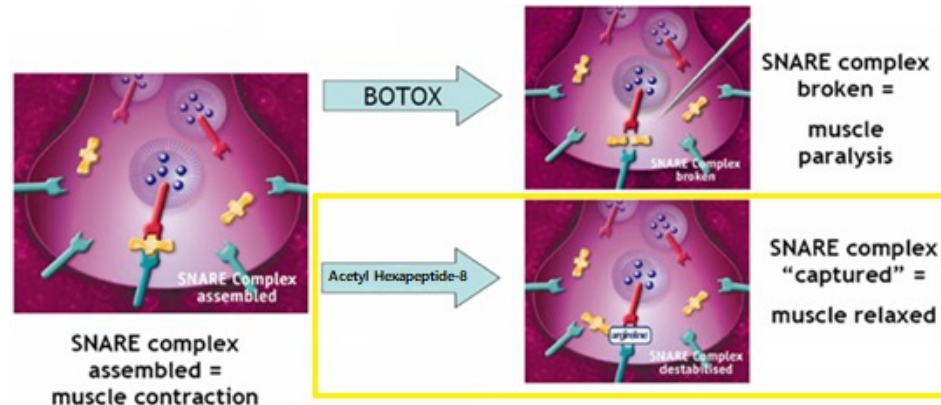


- 14 Volunteers, aged 39 to 64, applied twice daily around the eyes a cream for 28 days.
- Silicon imprints of the treated areas were obtained before the test and after 28 days of application.
- The reduction in skin roughness was measured by confocal profilometry.

# EyeCell EYE ZONE CARE SYSTEM

## EC Peptide Complex

- Palmitoyl Hexapeptide-12: It has a good skin penetration and affinity. It stimulates fibroblast cell growth, imparting firming effects.
- Copper Tripeptide-1: A promising wound healing agent. It stimulates the synthesis of collagen in the skin fibroblasts, increases accumulation of total proteins, glycosaminoglycans and DNA in the dermal wounds.
- Acetyl Hexapeptide-8: It is an anti-winkle factor which relaxes muscles (a similar effect to B. Toxin). It targets the same protein complex as Botox, but in a completely different way. It relaxes facial tension leading to the reduction in facial lines and wrinkles with regular use.



# EyeCell EYE ZONE CARE SYSTEM

## Haloxyl™

It is an anti-dark circle complex composed of Palmitoyl Tripeptide-1, Palmitoyl Tetrapeptide-7, N-hydroxysuccinimide and Chrysin.

### [Hemoglobin Degradation]

hemoglobin → biliverdin → bilirubin



bruise → healing

Dark circles are due to the accumulation of hemoglobin and its colored degradation products (biliverdin, bilirubin and iron) in the dermis and epidermis.



Palmitoyl Tripeptide-1  
Palmitoyl Tetrapeptide-7

reinforce firmness and tone of the eye area

N-hydroxysuccinimide  
Chrysin

activate the elimination of blood originated pigments responsible for dark circle color and local inflammation.

- N-hydroxysuccinimide makes the iron soluble for elimination.
- Chrysin stimulates the enzyme (UGT1A1) leading to the clearance of bilirubin.



# EyeCell EYE ZONE CARE SYSTEM

## Botanical Stem Cell Extracts

### Rosa Damascena Callus Culture Extract

- Excellent skin renewal effect
- Cures the skin inflammation and itching
- Similar effects to vitamin A and C (such as anti-aging, wrinkle improvement and whitening)
- Promotes female hormones with skin relaxing effect
- Anti-virus and anti-allergy (histamine removal)
- Keeps the skin smooth, glossy and clean

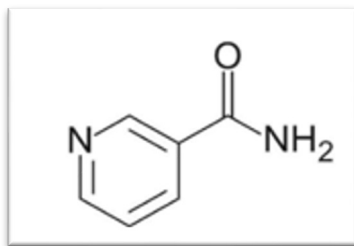
### Vitis Vinifera (Grape) Callus Culture Extract

#### Effects of **Resveratrol**

- Direct antioxidant effect which is ten times more than vitamin C & E.
- Anti-inflammatory effect.
- Promotes the nitric oxide synthase (NOS) for anti-virus effect.

# EyeCell EYE ZONE CARE SYSTEM

## Niacinamide



- Vitamin B3
- It helps decrease hyperpigmentation, age spots and melasma by inhibiting the transfer of the melanosomes to the surrounding keratinocytes.
- It protects skin from free radicals and prevents oxidative stress.

## Made White™



- Patented madecassoside complex for inhibition of melanin synthesis.
- It is known to inhibit the production of PGE2 and PGF2α which stimulate melanin synthesis.

# EyeCell EYE ZONE CARE SYSTEM

## Scutellaria Baicalensis Root Extract



- It has anti-inflammatory, anti-oxidant, anti-microbial, anti-fungal, antiviral and free radical scavenging properties.

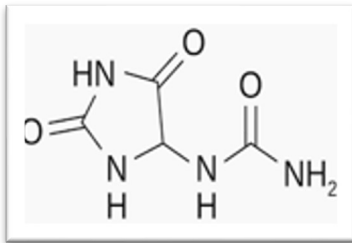
## Centella Asiatica Extract



- Rich in triterpenes (asiatic acid, madecassic acid, asiaticoside, etc.), it shows powerful antimicrobial and anti-inflammatory effects.
- It has excellent wound healing and soothing properties.
- It helps increase synthesis of collagen and enhances the skin barrier function.

# EyeCell EYE ZONE CARE SYSTEM

## Allantoin



- It soothes skin with excellent anti-inflammatory and anti-irritant properties.
- It increases the water content of skins' extracellular matrix.
- It exfoliates dead skin cells, resulting in a cleanser, brighter complexion.

## Panthenol



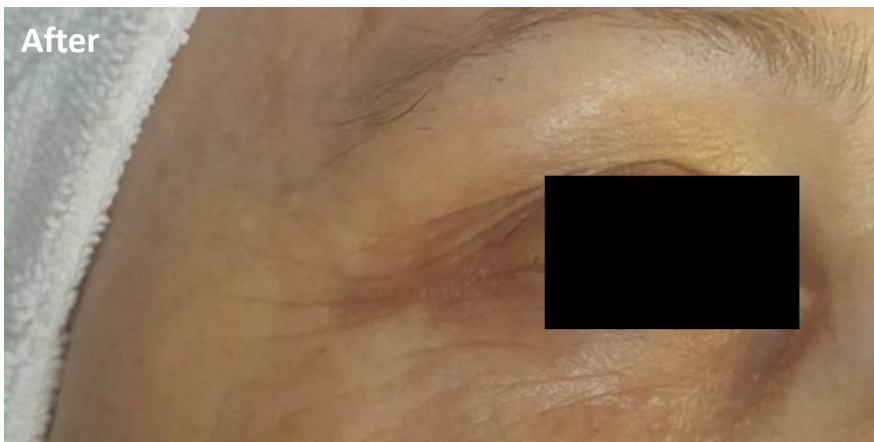
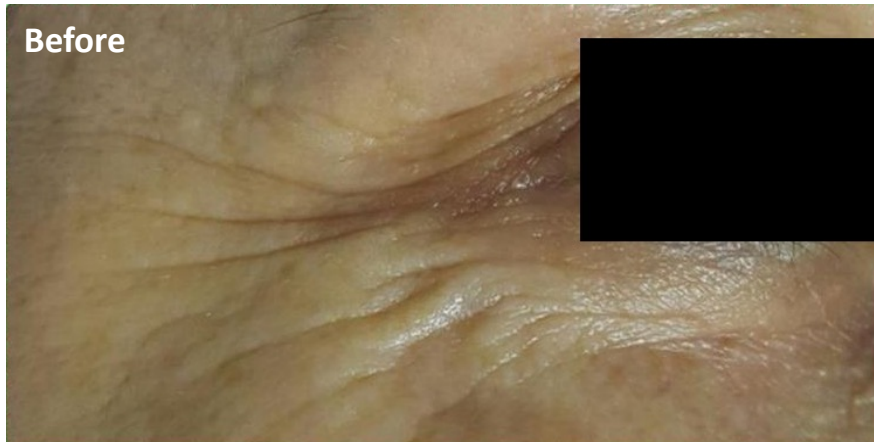
- Provitamin B5
- It provides deep penetrating moisture to skin.
- It reduces itching and inflammation of skin.

# GENOSYS EyeCell EYE ZONE CARE SYSTEM

## BEFORE & AFTER

# EyeCell EYE ZONE CARE SYSTEM

## Case 1



- Number of treatment: 4 sessions
- Interval: 7 days

# EyeCell EYE ZONE CARE SYSTEM

## Case 2

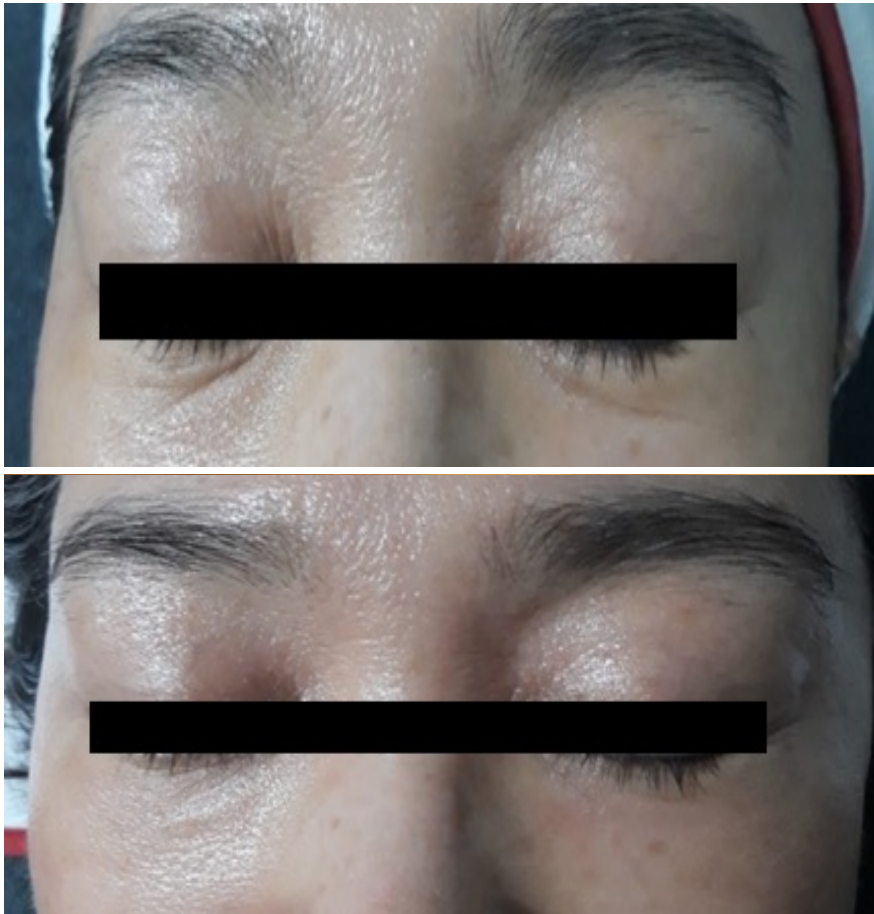


- Number of treatment: 6 sessions
- Interval: 7



# EyeCell EYE ZONE CARE SYSTEM

## Case 3

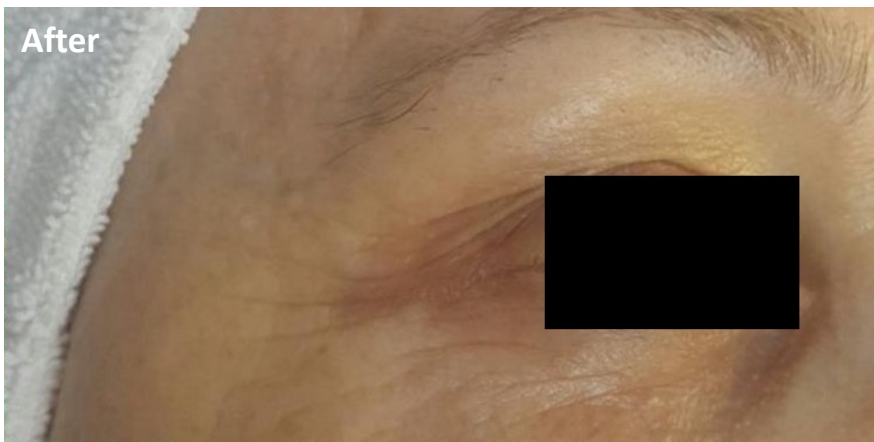
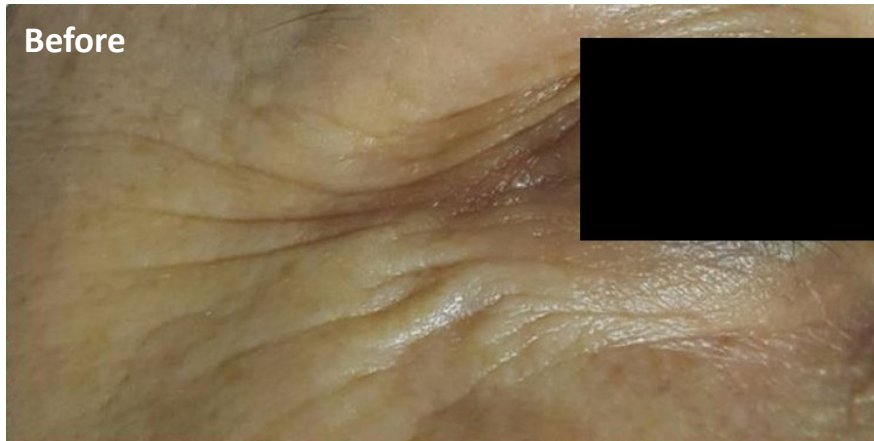


- Number of treatment: 9 sessions



# EyeCell EYE ZONE CARE SYSTEM

## Case 4



- Number of treatment: 3 sessions

# EyeCell EYE ZONE CARE SYSTEM

## Case 5



- Number of treatment: 3 sessions

# EyeCell EYE ZONE CARE SYSTEM

## Case 6



- Number of treatment: 3 sessions
- Interval: 7 days

Thank You