



# Bright Eye

Featuring VALVANCE™ *Look 100*  
for instant sparkle



# Banish darkness with Bright Eye

Our eyes don't just allow us to see the world, they convey our thoughts, mood and deepest emotions. Sparkling eyes charm and engage, but dark circles and puffiness around the eyes can make us look older and more tired than we really are, diminishing overall facial vitality. The eye contour area is always the first to betray signs of fatigue or ageing.

Now, DSM has developed **Bright Eye**, a new concept that teams three powerful ingredients – the new VALVANCE™ *Look 100*, REGU®-AGE PF + SYN®-COLL – to protect the delicate eye contour against the effects of ageing, fatigue, and oxidative damage. Together they reduce the appearance of wrinkles and puffiness in the long term as well as providing immediate, visible relief from dark circles leading to a more youthful, vibrant appearance.

## Delicate skin tissues welcome support

Fatigue, sun damage and skin ageing may all cause circles and under-eye bags to develop, dulling the appearance of the eye contour area. The skin around the eyes, which is already very thin, becomes even thinner as we age. This allows the underlying pigments and dense capillary network to show through, giving the appearance of dark circles.

Moreover, with age, the collagen and elastin matrix of the connective tissue weakens, and the already fragile skin of the eye contour loses

elasticity, causing a depression under the eyes, which we perceive as 'bags'.

If the capillaries become clogged due to sluggish blood circulation, pressure can build up and further damage already weakened connective tissue. The consequences are visible dark circles and puffiness.

DSM's **Bright Eye** instantly banishes darkness and gives a lasting boost to tired-looking eye contours.

## What does it do?

### Bright Eye – instantly refreshed and radiant looking eyes

1. Immediately conceals shadows and dark circles
2. Helps reduce the appearance of eye contour puffiness
3. Visibly reduces the appearance of crow's feet and fine lines
4. Protects and strengthens the delicate skin under the eyes





# VALVANCE™ Look 100 – instant concealment

NEW

DSM’s new VALVANCE™ Look 100 is a perfectly balanced composite of titanium dioxide and silica that lends itself to formulations providing coverage with transparency for a natural look. VALVANCE™ Look 100 conceals shadows and dark circles that dull the appearance of the eye area, for an instantly ‘rested and revitalized’ look. VALVANCE™ Look 100 is powerful yet subtle, offering good spreadability and giving immediate coverage without an unwanted whitening effect. VALVANCE™ Look 100 has been developed in response to people demands for immediate, visible relief for tired-looking eyes. It acts in seconds to lighten, refresh and restore sparkle.

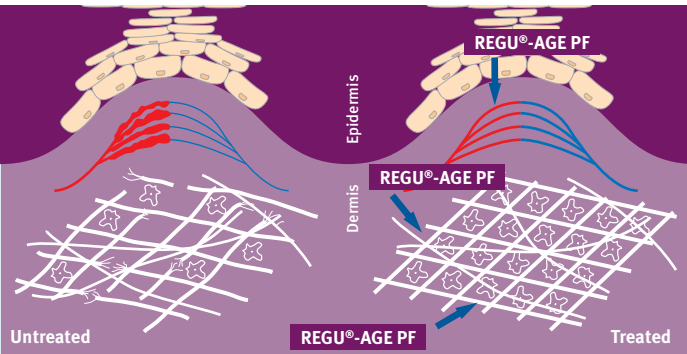
## The Bright Eye team

	VALVANCE™ Look 100	REGU®-AGE	SYN®-COLL
Activity	Immediately conceals shadows and dark circles	Protects collagen and elastin matrix against oxidative stress, improves capillary circulation	Boosts collagen production, inhibits collagen-degrading MMPs
Benefit	Instant natural look of fresh eyes	Visibly reduced dark circles and eye puffiness	Visible smoothing and wrinkle-reduction effect
Timing	INSTANT EFFECT → BIOACTIVES TO TAKE OVER AND DELIVER →		
	<ul style="list-style-type: none"><li>• Reinforces consumer perception of efficacy</li><li>• Drives consumer compliance</li></ul>		

Together, the bioactives and VALVANCE™ Look 100 instantly vanish dark circles and lastingly boost tired looking eyes.

### REGU®-AGE PF – combats eye contour puffiness

REGU®-AGE PF is a complex of carefully purified natural rice and soy peptides and biotechnologically produced superoxide dismutase. Upon regular constant application, it visibly reduces dark circles and puffiness thanks to a three-stage mode of action. It protects against oxidative stress, it strengthens the collagen and elastin matrix in the delicate skin under the eyes and it improves capillary circulation.



### SYN®-COLL – collagen boost and protection

SYN®-COLL is a small tripeptide designed to prevent the formation of wrinkles and to reduce their appearance. Its unique peptide sequence imitates the human body’s own collagen production and protection mechanism via TGF-β, making SYN®-COLL the first TGF-β booster on the market. SYN®-COLL simultaneously boosts the collagen matrix and protects it from degradation, conserving the skin’s elastic potential. Both actions work synergistically to limit the visibility of wrinkles and dark circles.



# See it!

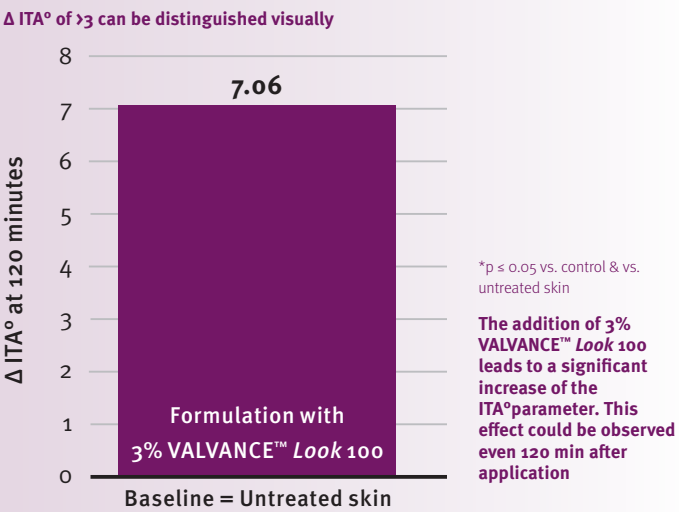
## Instant results – right before your eyes

In a double-blind study with 12 female volunteers the **Bright Eye** formulation containing 3% VALVANCE™ Look 100 was applied to one side of the face. The other side was treated with a control consisting of an identical formulation base without VALVANCE™ Look 100.



The reduction of dark circles under the eyes was evaluated by digital photographs and colorimetric parameters have been quantitatively analyzed.

### Quantification of dark circle reduction under the eyes



The addition of VALVANCE™ Look 100 gives an instant lift to tired-looking eyes, responding to an unmet consumer need for a product that delivers immediate enhancement together with daily support for the eye contour area.



# Experience it!

## Say goodbye to dullness

**Bright Eye** with the new VALVANCE™ *Look 100* is formulated to restore luminosity and vitality to the eye area while minimizing the appearance of fine lines and wrinkles. Its lightweight texture allows it to be spread easily and smoothly.

Ingredient	INCI name	%w/w
A <b>AMPHISOL® K</b>	Potassium Cetyl Phosphate	1.0
Lanette 16	Cetyl Alcohol	3.0
Cutina CP	Cetyl Palmitate	1.5
Eutanol G	Octyldodecanol	3.0
Cetiol SN	Cetearyl Isononanoate	2.5
Pemulen TR-1	Acrylates/C10-30 Alkyl Acrylate Crosspolymer	0.10
<b>VALVANCE™ Look 100</b>	Silica, Titanium Dioxide	3.0
B Glycerine	Glycerin	3.0
Water Dem.	Aqua	ad 100
C <b>REGU®-AGE PF</b>	Glycine Soja Protein, Hydrolyzed Rice Extract, Superoxide Dismutase, Glycerin, Aqua, Phenoxyethanol, Sodium Benzoate, Potassium Sorbate, Sodium Dextran Sulfate	3.0
<b>SYN®-COLL</b>	Palmitoyl Tripeptide-5, Glycerin, Aqua	1.0
Euxyl PE 9010	Phenoxyethanol, Ethylhexylglycerin	q.s.

## Formulation tips

- 1 Heat phase A and B separately to 80°C.
- 2 Add phase B to A while stirring, homogenize for 1 min.
- 3 Cool down to RT, add phase C, homogenize again.

VALVANCE™ *Look 100* is easy to formulate and is suitable for various cosmetic formulations such as skin care and make-up applications. It can be added during the manufacturing process at any time (< 80°C) and supports high shearing.

Contact us for more information on our new VALVANCE™ *Look 100* and the **Bright Eye** concept.



## Europe

DSM Nutritional Products Europe Ltd.  
P.O. Box 2676, 4002 Basel  
Switzerland  
Phone: +41 61 815 7777  
Fax: +41 61 815 7860  
Email: [info.pc-emea@dsm.com](mailto:info.pc-emea@dsm.com)

## Asia Pacific

DSM Nutritional Products Asia Pacific  
2 Havelock Road #04-01  
Singapore 059763  
Phone: +65 6632 6617  
Fax: +65 6632 6600  
Email: [info.pc-apac@dsm.com](mailto:info.pc-apac@dsm.com)

## North America

DSM Nutritional Products, LLC  
45 Waterview Boulevard, Parsippany, NJ 07054  
United States of America  
Phone: +1 800 526 0189  
Fax: +1 973 257 8580  
Email: [info.pc-na@dsm.com](mailto:info.pc-na@dsm.com)

## Latin America

DSM Productos Nutricionais Brasil Ltda.  
Av. Engº Billings, 1729 Prédio 31  
Jaguarié – São Paulo – SP – Brasil 05321-010  
Phone: + 55 11 3760 6409  
Fax: + 55 11 3760 6492  
Email: [info.pc-latam@dsm.com](mailto:info.pc-latam@dsm.com)

© 2013 DSM Nutritional Products AG, 4002 Basel, Switzerland. [www.dsm.com/personal-care](http://www.dsm.com/personal-care)

All rights reserved. No part of this brochure may be reproduced, distributed or translated in any form or by any means, or stored in a database or retrieval system, without the prior written permission of DSM Nutritional Products AG ("DSM"). While making reasonable efforts to ensure that all information in this brochure is accurate and up to date, DSM makes no representation or warranty of the accuracy, reliability, or completeness of the information. Use of this information shall be at your discretion and risk. Nothing herein relieves you from carrying out your own suitability determinations and tests and from your obligation to comply with all applicable laws and regulations and to observe all third party rights. The uses and claims for DSM's products recommended in the brochure should be adapted to the current local regulatory environment. We disclaim any and all liability in connection with your product or its use.