Puffiness. Dark circles. Expression lines. The eye area can tell all, revealing our daily, even hourly, ups and downs. And it’s no wonder. As the body’s thinnest and most delicate skin, this fragile area is continually bombarded with potential agers. Everything from sleep deprivation, dietary changes, pollution and the sun’s rays to aggressive pulling and tugging (as we put in contacts and take off makeup) and even our everyday movements of smiling, frowning or just blinking all take a toll. The result: the eye area gives away our age and lifestyle more often and much sooner than we’d like.

To help rejuvenate this vulnerable area, Stanford trained dermatologists Dr. Katie Rodan and Dr. Kathy Fields developed Rodan + Fields ANTI-AGE Eye Cloths as a complement to their range of Rodan + Fields Multi-Med® skincare regimens. The Eye Cloths deliver a one-two punch, removing makeup and depositing active cosmetic ingredients. The difference: what they leave behind is just as important as what they clear away.

“When I was a teenager, eye makeup removers were actually my first foray into skincare because every one I tried left an oily residue that migrated to my upper cheeks resulting in acne and necessitating a trip to the dermatologist,” stated Dr. Rodan. “Today, as a dermatologist and product developer, I felt compelled to create a better solution. And because I’m determined to fight crow’s feet any way I can, we developed a product that not only gently and effectively removes makeup without leaving an oily residue, but offers real treatment benefits to help the eye area look its youthful best.”

Offering two powerful forms of peptide technology, the ANTI-AGE Eye Cloths gently remove even the most tenacious waterproof makeup, while providing the sensitive eye area with overnight anti-aging and restorative benefits. Makeup is effortlessly swept away, leaving skin feeling clean and refreshed. With a proprietary blend of peptide “signaling” technology, the cloths replenish and strengthen delicate tissue. Under eye circles, puffiness and fine lines are diminished. Eyes feel refreshed; look younger.

The Details:

- Specially formulated eye cloths work in three ways: they quickly and gently wipe away eye makeup, promote gentle cell turnover, and leave behind signaling technology that works with the skin’s natural restorative processes.
- Mild, non-oily formulation removes makeup without irritating eyes or causing acne. Area is left refreshed.
- Unique non-woven cloth texture sweeps away makeup while promoting cell turnover to maximize skin’s uptake of treatment ingredients.
- A double-shot of targeted anti-aging/anti-inflammatory peptide sequences help the eye area look and feel younger (see details below).
- Honey and gogi berry extract provide natural anti-irritant and anti-oxidant benefits to the skin.
**Signaling Technology:**
Dr. Rodan and Dr. Fields created a system of two skin-signaling peptides to support natural recovery, resiliency and skin appearance around the delicate eye area. Each peptide incorporates a specific sequence of amino acids proven to deliver distinct and complementary benefits. (Peptides are small chains of amino nutrients that have the ability to signal natural biological processes.)

- **Targeted anti-aging peptide sequence.** By naturally stimulating collagen production and building the skin’s extracellular matrix, firmness and elasticity are enhanced. Smoothness is greatly improved while fine lines and wrinkles are noticeably decreased.
- **Targeted anti-inflammatory peptide sequence.** By supporting skin’s resiliency to daily assaults, this peptide sequence helps to prevent the look of puffiness before it occurs. The result: a younger-looking, energized appearance.

“Every woman we meet has an extremely busy life,” said Dr. Fields. “The two-in-one aspect of this eye treatment makes life a little easier. These unique sheets offer a mess-free daily treat for your eyes.”

Every evening after cleansing face, gently wipe an ANTI-AGE Eye Cloth over the eye area to both cleanse and renew. Do not rinse. Follow with ANTI-AGE Multi-Function Eye Cream to further revitalize and firm the skin.

*Suggested retail price: $29.00 for 30 sheets (a one month supply)*

**Available May, 2009.** ANTI-AGE Eye Cloths complement every Rodan + Fields skincare system and work synergistically with the ANTI-AGE Multi Function Eye Cream.

**Rodan + Fields Dermatologists,** at the forefront of clinical skin care, merges effective over-the-counter medicines with active cosmetics to provide real and visible results. Committed to bringing dermatology to the home, the brand offers solutions for everyday skin issues targeting them with dedicated regimens designed to take the guesswork out of skin treatment. Each regimen uses a step-by-step system called Multi-Med® Therapy that addresses all aspects of a skin condition. Product lines include UNBLEMISH, REVERSE, SOOTHE, ANTI-AGE, ESSENTIALS and ENHANCEMENTS. From problem identification and superior dermatological-based formulations to unprecedented support and follow-up, **Rodan + Fields** provides the most complete dermatological experience outside of a medical office. Products are available through Rodan + Fields Independent Consultants and at www.rodanandfields.com.

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