



BotanicalsPlus

BP-Eyevive™ Complex

reveal radiant eyes ... naturally

INCI Name: Water (and) Betaine (and) Pentylene Glycol (and) Saccharomyces Cerevisiae Extract (and) Rhodiola Rosea Root Extract

Key Benefits:

- Naturally-derived active
- Reduces puffiness under eyes and mitigates sagging
- Firms skin and re-energizes eye area
- Moisturizes, hydrates, and oxygenates

Background

The skin around the eyes is thin and delicate, making it the first place that photodamage is noticed on the face. Obviously, genetics play a role in skin aging but external factors play a large role as well and can be controlled and thwarted by utilizing a daily eye area care regimen. The most common - and obvious - signs of aging in the eye area are dark circles, bags, puffiness under the eyes, and fine lines and wrinkles. The unattractive bags can affect people of any age and can be caused by genetics but also lack of sleep, loss of skin elasticity, or water retention. By addressing the fluid retention or the fatty deposits under the eye area, the puffy and swollen appearance of the bags can be significantly diminished. Dark circles, on the other hand, are typically a result of genetics caused by either hyperpigmented skin or by the weakened capillaries under the eye. As we age, the already thin, delicate skin under the eyes becomes even thinner and more delicate, which leads to the capillaries under the skin becoming more visible. By reinforcing the dermal matrix under the eyes, the appearance of dark circles can be greatly improved.

What it Does

BP-Eyevive™ Complex is a complex based on natural actives that targets dark circles, puffy eyes, unsightly bags under the eyes, and fine lines. **BP-Eyevive™ Complex** is a novel ingredient comprised of an extract from a stressed yeast ferment, the adaptogen, *Rhodiola rosea*, and betaine from sugar beets. **BP-Eyevive™ Complex** stimulates, energizes and hydrates fatigued skin to create the appearance of smoother, firmer youthful eyes.

BP-Eyevive™ Complex is a balanced system rich in energizing components which help target the delicate eye area, reducing the appearance of puffy eyes. This curative system is strengthened by an optimal balance of Betaine, *Rhodiola rosea* and an extract from a stressed yeast ferment. **BP-Eyevive™ Complex** increases oxygen consumption in cells and enhances lipolysis action, resulting in the breakdown of triglycerides. Its osmolytic attributes control excessive fluid retention, ensuring ideal cell hydration. It increases the delivery of actives which promote elastin and collagen synthesis. This complex greatly improves the appearance of the eye area by eradicating unattractive puffiness and bags, while improving moisturization and skin firmness. **BP-Eyevive™ Complex** can be easily formulated into skin care serums, gels, creams, and lotions for skin toning and tightening benefits.

Product Applications:

- Eye area products
- Photoaging skin care products
- Treatment for fatigued, stressed, and photo-damaged eyes
- Serums
- Creams and lotions
- Gels

Typical Properties	
Appearance @ 25°C	Clear to Slightly Hazy, Light Yellow to Amber Liquid
Odor	Characteristic
Specific Gravity @ 25°C	0.99 - 1.02
pH (as is @ 25°C)	4.0 - 7.0
Solubility in Water	Complete
Refractive Index @ 25°C	1.3295 – 1.4150
Recommended Use Level	1.0 - 5.0%

Firming and Moisturizing

Betaine:
Stimulates collagen production and improves cellular turnover

Saccharomyces Cerevisiae Extract:
Increases cellular oxygen consumption

Dark Circles

Saccharomyces Cerevisiae Extract:
Increases cellular oxygen consumption

Puffiness

Rhodiola rosea:
Reduces fat deposits

Betaine:
Controls excessive fluid build up

JEEN International is the exclusive distributor for BotanicalsPlus in the Personal Care Industry.