

For Immediate Release  
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**The eyes tell it: a primer for holiday beauty**  
– Ingestible skincare a long term complement to regular beautycare regime –

Too many parties and not enough sleep is a frequent pattern for the festive season. Looking in the mirror the morning after to be confronted with racoon-like dark circles and burgeoning bags is an all too regular occurrence. Lack of sleep, stress, overindulgence in alcohol and smoky atmospheres can all aggravate eye problems yet are not always easy to avoid, particularly during the holiday season. Research studies conducted by internationally-known clinical investigator, Dr. Monya Sigler, has shown that Imedeem Time Perfection™ – an ingestible daily beauty treatment in tablet form – can have a visible effect on diminishing dark circles and under eye bags in just three months. Imedeem Time Perfection is ideal for women in their late 20s and early 30s to prevent the signs of aging and key for women in later years that have already begun to see fine lines, sun damage, dryness, dilated capillaries and age spots.

**Temporary measures versus long term results**

Dark shadows under the eyes tend to be accentuated with aging when the colour from underlying blood vessels becomes more visible as the delicate skin around the eye area gets thinner, due to deterioration of collagen and elastin fibres. The eyes are surrounded by a lymphatic system and puffiness can be caused by fluid retention, which can be more apparent on waking. Quick fix solutions include applying cucumber slices or tea bags, which work by reducing swelling. Raising your pillow when you sleep and avoiding salt, alcohol and caffeine can also help. To hide dark shadows, make-up artists recommend a light-reflective concealer. For the best results, sit in front of a mirror, looking straight ahead. Tip the chin down and then look up into the mirror - this will emphasise the dark circles. Using your ring finger, dot the concealer where it is needed and blend with a brush. Fix with a light dusting of powder and, when you raise your head, the dark circles will be perfectly disguised.

For long-term results, the problem needs to be addressed from within. Imedeem Time Perfection – with its advanced, highly potent dual-action formula that combines powerful antioxidants with a patented Biomarine Complex™ – can help by improving skin density and strengthening the internal structure of the dermis.

The detailed investigative study into the benefits of Imedeem Time Perfection carried out by Dr. Sigler and presented to the American Dermatology Association showed a noticeable diminution of dark circles and

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under eye bags within twelve weeks, along with visible improvements in skin tone, texture and appearance. Previous research – as well as positive reports from consumers and celebrities worldwide – has shown that two tablets daily can improve skin moisture levels on both face and body and reduce the appearance of fine lines and wrinkles. Imedeen Time Perfection (\$95/60 tablets) is available at the cosmetic counter in leading pharmacies and at select spas, plastic surgery and dermatology clinics nationally.

## EYE FACTS AND TRIVIA: DID YOU KNOW ...?

1. We blink more than three million times a year? Each time we blink, we keep our eyes shut for about one-sixth of a second. This means that our eyes are closed for a few hundred hours each year from blinking alone.
2. Women blink twice as often as men.
3. The first signs of aging appear around the eye area.
4. Our eyes never grow, whereas noses and ears never stop growing.
5. It is impossible to sneeze with our eyes open.
6. Eye colour is determined by the amount of melanin in the iris of the eye – the more there is, the darker the eye colour. Contrary to popular belief, not all babies are born with blue eyes but as a newborn's eye develops, the pigment increases and it can take up to a year for permanent eye colour to be established.
7. Sports studies in the US have shown that the darker our eye colour, the faster our reflexes.
8. Iridologists believe there are only two eye colours, blue and brown. All other colours such as hazel, green, grey or orange tones are layers of toxins on top of the original base colour.
9. According to a recent UK opinion poll, Prince William has the sexiest eyes in Britain, while Charlie's Angels star, Drew Barrymore had the eyes most men would like to "gaze longingly into."
10. The same survey showed that eyes really are the window to the soul, with 65 per cent of respondents claiming that eyes are their partner's most attractive facial feature.

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For more information, visuals or to arrange an interview with a researcher or an Imedeen® spokesperson, please contact Susan Willemsen, Rebecca Kennedy or Tiffany Shiu at The Siren Group Inc. Tel: 416-926-8087. Fax: 416-926-9712. Email: [info@thesirengroup.com](mailto:info@thesirengroup.com).

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