

# easy on the eye lines

Strike that unflattering term “crow’s feet” from your vocabulary. **Sharon Hunt** explores how to embrace those glorious smile lines while still caring for the eye area.

**Y**ears of grins, giggles and guffaws cause tiny creases to form at the outer corner of the eyes. We’re all for embracing these smile lines, but that doesn’t mean neglecting the delicate eye area all together.

A two-pronged approach is the best way to address unwanted fine lines. And that’s something to smile about.

**PART ONE**

**QUENCH**

Smile lines emerge over time as a result of repeated facial muscle contractions. They’re a souvenir of a life well lived – and we love them for that.

Advancing fine lines around the eyes are the ones worth taking a stand against. They emerge due to a combination of skin dehydration and a decline in collagen and elastin.

“The skin around the eyes is much thinner, so wrinkles develop more rapidly in this area,” explains Dr Michelle Hunt, a Fellow of the Australasian College of Dermatologists.

When the eye area is dehydrated it exacerbates the appearance of lines. “Think plum versus prune,” says Dr Hunt. “Ensuring the eye area is hydrated keeps the skin plump and supple, reducing the appearance of fine lines.”

For maximum hydration choose a nourishing eye cream that contains hyaluronic acid, as this ingredient attracts and retains water. Other measures include washing with lukewarm water and drinking plenty of water.

**THE MAGIC MASKS**

From top: Guinot Age Logic Eye Mask, \$86 for a pack of four. Bioeffect EGF Eye Mask Treatment, \$125. Skin Physics Lift & Firm Total 360° Eye Revive Mask, \$9.99.



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**PART TWO**

**SMOOTH**

Collagen and elastin are the main building blocks of the skin, giving it its strength and ability to bounce back. However, once these two pillars decline, wrinkles and sagging could soon follow – usually first visible around the eyes.

Preventing further damage is paramount. Natural ageing is one factor we can’t do much about, but lifestyle and environmental factors play a part – and that’s where we can intervene.

“Things like sun exposure, stress, smoking and even excess sugar and alcohol cause destruction to collagen and elastin,” advises Dr Hunt. “So use sun protection, avoid smoking, have a good night’s sleep and eat a healthy diet.”

In terms of skin care, your eye products need to work a little harder and there are two ingredients frequently called on: retinol and peptides.

“Retinol helps protect collagen and elastin from damage and stimulate collagen production,” Dr Hunt says. “Meanwhile, peptides imitate normal biological signals that either stimulate repair or inhibit breakdown of collagen and elastin.” →

**THE TRIPLE THREATS**

Smooth fine lines, de-puff the eyes and correct dark circles – these are products that have thought of everything.



1. Dermalogica Stress Positive Eye Lift, \$95. 2. DNA Renewal Eye Balm, \$129. 3. Alpha-H Liquid Gold Firming Eye Cream, \$99. 4. Eminence Marine Flower Peptide Eye Cream, \$129. 5. Natural Instinct Dark Circle + Wrinkle Correction Eye Crème, \$19.95.

**BEYOND LINES PUFFINESS & DARK CIRCLES**

PUFFINESS		DARK CIRCLES
Numerous causes ranging from sinus problems, ageing, thyroid disorders and allergies.	<b>CAUSE</b>	Usually a genetic component in addition to factors like fatigue, dehydration or thinning skin, making underlying vessels visible.
Cold compresses like cucumber slices or cold tea bags	<b>QUICK FIX</b>	A good concealer to hide darkness and enhance brightening.
Address underlying medical causes. Restrict salt intake.	<b>LIFESTYLE CHANGES</b>	Ensure adequate sleep and water intake.
Blood vessel constricting products, often containing caffeine, that reduce puffiness.	<b>SKIN CARE APPROACH</b>	Try collagen stimulating products to thicken overlying skin.
For extreme puffiness, laser and surgical options are available. See your doctor for advice.	<b>INVASIVE TREATMENTS</b>	Dermal fillers can be used. Eyelid surgery fat transfer is also an option.

## FACIAL WORKOUT FOR THE EYES

The beauty world is buzzing about facial workouts. Interest piqued after a US study found that following a consistent daily facial exercise program improved the facial appearance of middle-aged women.

“Facial massage workouts not only improve the penetration of products but are also therapeutic,” says Emma Hobson, Education Manager for The International Dermal Institute and Dermalogica. “It relaxes muscles around the eyes, which encourages tension lines to fade and improves micro circulation for healthier functioning skin.”

Take your ring finger and try these moves.

**1**  
**PRESSURE POINTS**  
Gently press down to stimulate energy pathways responsible for muscle tone and lifting the skin.

**2**  
**LIFT AND ENERGISE**  
A sweeping motion around the orbit of the eye reduces eye stress and strains.

**3**  
**BRIGHTEN AND DE-PUFF**  
Small under-eye circular motions followed by a long sweeping motion encourages circulation.

**4**  
**SOFTEN LINES**  
Tracing a cross shape at the outer eye corner and along the brow bone releases tension to soften lines.



## Beaming beauty

Flatter smile lines with simple adjustments to your make-up. Max Factor Brand Ambassador Liz Kelsh shows you how.

### #1 KEEP IT LIGHT

To avoid foundation settling into your laugh lines, look for luminous lightweight formulas, Liz explains.

### #2 SHINE DIVERSION

“A little luminizer on the cheek bones can do wonders to distract from fine lines,” Liz says.

### #3 PRECISION POWDERING

Apply powder sparingly. “The less powder there is over your fine lines, the less likely it is to sit in them.”

### #4 SHADOW GUIDELINES

Blend, blend, blend! “You don’t want any hard lines that look like arrows pointing toward your laugh lines,” Liz instructs.

### #5 CHEEKY DETAILS

“Smile lines can sometimes make you look tired. Combat this by adding a little cream blush high on the apples of the cheeks,” Liz says.

### BEAUTY HACK

Forget lips! Pawpaw ointment is surprisingly handy for your eye make-up routine. Try it on the lids as a makeshift eye primer or dab over the brow bones as a dewy highlighter. **QSilica Rescue Paw Paw Ointment, \$8.95.**

1. Max Factor Healthy Skin Harmony Miracle Foundation in Golden, \$36.95.
2. L'Oréal Paris Nude Magique BB Powder, \$26.95.
3. Clarins 4-Colour Eyeshadow Palette in O6 Forest, \$68.
4. Ulta3 Signature Essentials Enlightened Highlighter, \$11.95.
5. Max Factor Miracle Touch Creamy Blush in Soft Murano and Soft Pink, \$14.95 each.