



So Long, Fine Lines!

A new generation of eye creams may be the secret to fighting wrinkles, bags, shadows, and more

BY LAUREL NAVERSEN GERAGHTY

Not long ago, a sack of frozen peas and some sliced cucumbers did almost as much good as eye creams when it came to treating fine lines, puffiness, and dark circles. “Past formulations contained mainly moisturizing ingredients, so they did no more for you than a basic cream—but at quadruple the cost,” says Patricia Farris, MD, a dermatologist in Metairie, LA. But that’s changing. The latest buzz: new, just-as-pricey products with a slew of promising ingredients. Whether you want to repair or prevent signs of aging around your eyes, here’s what you need to know.

Ingredients subtly inhibit muscle movements to soften wrinkles and prevent new ones from forming. Although creams can’t penetrate as deeply as Botox, early results are encouraging: In a University of Valencia, Spain, study, researchers found that the depth of participants’ eye wrinkles decreased by 30% after 1 month.

Try: Freeze 24-7 Anti-Aging Eye Serum

THE PROBLEM: Crow’s-Feet

To repair: Researchers have found that amino acids called hexapeptides can block the nerve signals that cause muscles to contract. “They work on the same principle as Botox,” says Susan Weinkle, MD, an assistant clinical professor of dermatology at the University of South Florida. The idea: When applied, the

(\$105; www.freeze247.com) or Dermatologist Immobile Lines (\$85; www.dermadoctor.com).

To prevent: Idebenone, a smaller version of coenzyme Q10, has emerged as one of skin care’s most powerful antioxidants, gobbling up cell-damaging free radicals to keep wrinkles from forming. In a study in the *Journal of Cosmetic Dermatology*, idebenone outperformed five other antioxidants, including kinetin and lipoic acid. Translation: “It helps prevent future wrinkling,” says Leslie Baumann, MD, a professor of dermatology at the University of Miami and author of *The Skin Type Solution*. **Try:** True Anti-Aging I-Lift Eye Contour Concentrate (\$75; www.truecosmetics.com) and PreVage Eye Anti-Aging Moisturizing Treatment (\$95; Saks Fifth Avenue).

THE PROBLEM: Puffiness

To repair: Proteins like eyeseryl tetrapeptide are promising: “Peptides stimulate collagen production,” says Diane Berson, MD, a clinical assistant professor of dermatology at Cornell Medical College. Researchers suspect this boost in skin firmness may force fluids out from under eyes. **Try:** Kinerase Under Eye Rescue Cream (\$75; Sephora). **To prevent:** All eyes are on new combinations of soothing and stimulating ingredients.

In a study of 41 women conducted by the skin care brand Vichy, a cream containing escinine (a botanical with anti-inflammatory properties) and manganese (a mineral that increases circulation) reduced the appearance of undereye bags by 25%.

Try: Vichy Oligo 25 Eyes Anti-Fatigue Cooling Effect Stick (\$18; drugstores).

THE PROBLEM: Dark circles

To repair: Scientists are targeting raccoon eyes with high-tech toning and tightening ingredients like Haloxyl and NouriCel-MD. They appear to work in a new way: preventing stray blood cells from leaking out of under-eye vessels, potentially causing that bruised look. “I think leakage from capillaries plays a role, but it’s not proven,” says Baumann. **Try:** SkinMedica TNS Illuminating Eye Cream, with NouriCel-MD (\$70; www.skinmedica.com), and Hylexin, with hesperidin methyl chalcone, which decreases capillary leakage (\$95; Macy’s).

To prevent: Retinol, a vitamin A derivative, can mask circles by “thickening the thin skin under the eyes, making it look less transparent,” says Farris. Some products contain retinol combined with vitamin K, which helps bruises heal faster. **Try:** Jan Marini Factor-A Eyes for Dark Circles (\$75; 800-347-2223).

Laurel Naversen Geraghty is a beauty writer in Arizona.

Use daily to lighten dark circles



LEFT: PIERRE BOURRIER/LAMY; RIGHT: KURT WILSON