

*RapidEye*<sup>TM</sup>  
MC

FIRMING WRINKLE SMOOTHER



International  
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# INTRODUCING RAPIDEYE™ // WHAT IS IT?

**RapidEye™ Firming Wrinkle Smoother** is an age-defying eye cream that instantly hydrates, nourishes and invigorates the delicate skin around the eyes, and delivers long-term firming, smoothing and uplifting benefits.



DAY PROMISE  
**60** VISIBLY FIRMER, BRIGHTER, MORE  
YOUTHFUL APPEARANCE OF THE EYE AREA

\*Consumer study of 53 subjects over 60 days



# INTRODUCING RAPIDEYE™ // WHO IS IT FOR?



## WOMEN & MEN

**RapidEye™** is recommended for women and men who are looking to enhance the appearance of their eye area.



## SAFE & GENTLE

**RapidEye™** is ophthalmologist and dermatologist tested and found to be safe and non-irritating.



## DUAL BENEFITS

**RapidEye™** delivers instant hydration and long-term age-defying benefits.

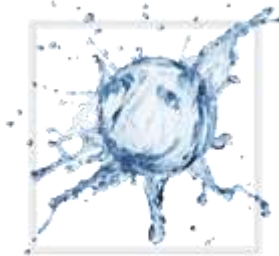
# INTRODUCING RAPIDEYE™ // WHAT'S IN IT?

**RapidEye™** is formulated with **Hexatein® 6 Complex**, a unique blend of highly effective ingredients, specifically designed to promote smoother, firmer, brighter and more radiant appearance of the eye area. This blend, exclusive to **RapidEye™**, delivers instant hydration and long-term age defying benefits.



## PEPTIDES

help strengthen skin's natural cushion, reduce appearance of fine lines, wrinkles and under-eye puffiness, and improve appearance of firmness



## SODIUM HYALURONATE

Helps bind in long-lasting moisture that helps reduce the appearance of fine lines and enhance the youthful look of the eye area



## RETINOL

helps improve the rejuvenation process of the skin, resulting in smoother, more youthful-looking appearance of the eye area



## CAFFEINE

helps energize, revitalize and refresh the eye area, resulting in relaxed, wide-awake appearance



## SHEA BUTTER

rich in vitamins A, D and E, essential fatty acids and phytosterols, helps nourish and moisturize skin, resulting in soft, smooth look and feel of the eye area



## ROSEMARY LEAF EXTRACT

rich in flavonoids and phenols, provides antioxidant benefits and helps support skin's defense mechanism against free radical damage

# INTRODUCING RAPIDEYE™ // HOW IS IT USED?

Using your ring finger, gently pat a small amount of **RapidEye™** on clean skin around the eye area. Use daily, in the morning and evening.

Follow with your regular beauty routine.

For best results, it is recommended to make **RapidEye™** a regular part of your skin care routine.



# INTRODUCING RAPIDEYE™ // BRAND IMAGE

## PERFORATED HANGTAG

Perforated euro hangtag allows for versatile merchandising.

## EYE-CATCHING DESIGN

Unique and distinctive to Rapid-line, that demands attention.

## SLANTED TOP BOX

Creates a multi-dimensional presence and draws attention to brand.

## SOPHISTICATED DESIGN

Upscale, sophisticated design elevates the **RapidEye™** brand image.



**Suggested Retail Price:** \$29.95

# RAPIDEYE™ // EFFICACY STUDY RESULTS

## CONSUMER TESTED & APPROVED\*

UP TO **79%** EXPERIENCED REDUCTION IN THE  
**APPEARANCE OF FINE LINES**

UP TO **72%** EXPERIENCED REDUCTION IN THE  
**APPEARANCE OF WRINKLES**

UP TO **75%** EXPERIENCED MORE FIRM  
**APPEARANCE OF THE EYE AREA**



\*Consumer study of 53 subjects over 60 days

# RAPIDEYE™ // CONSUMER TESTED & APPROVED

Awaken the **YOUTHFUL APPEARANCE OF THE EYE AREA** with **RapidEye™ Firming Wrinkle Smoother!**

## 4 WEEKS / 8 WEEKS RESULTS

70% / 79% experienced visible **reduction in the appearance of fine lines**

60% / 72% experienced **reduction in the appearance of wrinkles**

49% / 74% experienced **reduction in the appearance of crows feet**

72% / 75% experienced **more taut and firm appearance of the eye area**

74% / 74% experienced **increase in appearance of firmness**

64% / 76% experienced **increase in appearance of elasticity**

66% / 70% experienced **eye area looking more youthful**

68% / 68% experienced **eye area looking brighter**

64% / 72% experienced **eye area looking more radiant**

# RAPIDEYE™ // FAQs

## How is RapidEye™ applied?

*Using your ring finger, gently pat a small amount of **RapidEye™** on clean skin around the eye area.*

## How frequently is RapidEye™ applied?

**RapidEye™** should be used daily; once in the morning and once in the evening, to hydrate, refresh and brighten the appearance of the eye area.

## How long does it take to see an improvement in the appearance of my eye area?

*Consumer studies have indicated visible improvement in the appearance of the eye area after 30 days of use of **RapidEye™**, and further increased benefits after 60 days of use. For best results, it is recommended to make **RapidEye™** part of your regular beauty routine.*

# RAPIDEYE™ // FAQs

## What if I forget to apply RapidEye™ in the morning or in the evening?

*If you forget and skip an application of **RapidEye™**, apply product as usual the next day. A consistent skin care routine is the key to maintaining balanced, beautiful-looking skin and a youthful, refreshed appearance of the eye area.*

## How long will one tube of RapidEye™ last?

*If applied twice daily, one 15 ml tube of **RapidEye™** is estimated to last approximately 2 months. The yield of the product can vary depending on the frequency and amount of each individual's product use.*

## When should I stop using RapidEye™?

*Once you've achieved the desired results with **RapidEye™**, it is recommended to continue using it to maintain the improved appearance of the eye area.*

# RAPIDEYE™ // FAQs

## Is RapidEye™ safe to use so close to the eyes?

Yes. **RapidEye™** has been ophthalmologist and dermatologist-tested and found to be safe and non-irritating. However, as with any cosmetic product, some individuals may be allergic to one or more of the ingredients in the formulation. If you suspect an allergic reaction, discontinue use and seek medical advice immediately.

## What should I do if I accidentally get RapidEye™ in my eyes?

**RapidEye™** is intended for external use only and direct contact with the eye should be avoided. In the event of direct contact with the eye, rinse the eye with plenty of cool water. If irritation from direct contact occurs and persists, seek medical advice immediately.

## Can I use RapidEye™ if I have sensitive skin?

**RapidEye™** is a gentle yet effective eye cream that is suitable for all skin types. The formula is dermatologist tested for safety. However, should you suspect an allergic reaction to one or more of the components in the formula, discontinue use and seek medical advice.

## RAPIDEYE™ // FAQs

### Can I use RapidEye™ if I have a skin condition such as acne/rosacea/psoriasis/eczema, etc.?

*If you have been diagnosed with a medical skin condition and/or are undergoing any medical treatment, consult with your physician prior to the use of **RapidEye™**.*

### Can I use other beauty products with RapidEye™?

*Yes. **RapidEye™** is a wonderful addition to any skin care regimen to help enhance the appearance of the eye area. It is recommended to follow with your regular beauty routine after using **RapidEye™**.*

### Can I use RapidEye™ if I am pregnant or breast-feeding?

*We recommend that you discuss use of **RapidEye™** with your doctor if you are pregnant or breast-feeding.*

# RAPIDEYE™ // FAQs

## Can men use RapidEye™?

**RapidEye™** is a unisex formula, and therefore ideal for men as well to experience its moisturizing, smoothing and invigorating benefits.

## Can RapidEye™ be used on children under the age of 18?

We do not recommend using **RapidEye™** on children under the age of 18 as we have not conducted testing for this age group.

# THANK YOU



Intense **moisture**. Immediate **benefits**. Velvety **smooth finish**.

Awaken the **eye area** with **instant hydration** and **age-defying** nourishment!



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