



## important product information

my perfect  
cosmetics company

# how to achieve those perfect eyes

## How does My Perfect Eyes **work?**

My Perfect Eyes forms an invisible 'web' like structure across the area it's applied which acts as a camouflage, smoothing over fine lines and wrinkles, reducing the appearance of dark circles and compressing puffiness and bags.

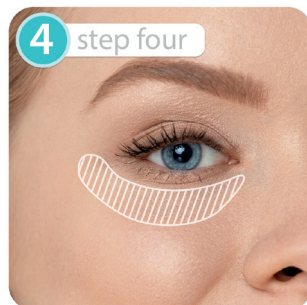
## How do I **achieve the best results** with My Perfect Eyes?

Follow the step-by-step instructions very carefully.

- 1** First, cleanse the area under your eyes with warm water and cotton pads. Do not use make up wipes or other liquid or cream cleansers. Give the bottle a firm shake to activate the formula and to remove any gritty texture that may have settled.
- 2** Take the wand and swipe a small amount of My Perfect Eyes directly onto the back of your hand. Remember that less is more with this serum, just a pea sized amount will be sufficient to transform both eyes.
- 3** Starting at the inside corner of your eye, sweep outwards in a long, firm and smooth motion. Unlike your regular moisturising eye cream, don't dab or tap the product. A sweeping motion is the most effective way to deliver the product where it is needed. You can take the product up to your lash line and feather down onto your cheek to capture fine lines and wrinkles.
- 4** Look straight ahead and avoid any facial movement for 2 - 3 minutes or until the area is completely dry. This will help to ensure optimum results as the product sets, so stay still and if you feel like speeding up the process, you can gently fan the area. Experiment with the product to achieve optimum results.

## How should My Perfect Eyes be **removed?**

Remove with warm water only. Soak two cotton pads in water and place over the eyes and allow the product to simply dissolve. Repeat if necessary. Do not rub or scratch it off. Do not use moisturisers, cleansers, make-up remover or wipes to remove.



*Continued overleaf*





## Can I use a **moisturiser** when using My Perfect Eyes?

You can apply moisturiser to the rest of the face and neck but should avoid the under eye area where you are wearing My Perfect Eyes.

My Perfect Eyes contains Magnesium Aluminium Silicate. The large size of these molecules prevents the product from being absorbed and allows it to create the fine veil or web like structure that sits on top of the skin. This is only created when the product sits directly on the skin so you must apply to clean dry skin. Applying moisturiser over the top or underneath My Perfect Eyes will start to dissolve the invisible veil it creates and diminish the effects.

## Why am I sometimes left with a **white powder residue**?

There are three possible reasons why a powdery white substance can appear:

- The bottle has not been shaken well prior to use. My Perfect Eyes can become a little gritty if it's been left to stand. Before application firmly and thoroughly shake the bottle to ensure the product is well mixed. It will appear as a pale pink, smooth paste when properly shaken.
- Too much product has been used. Only a very thin layer of product should be applied and swept from the inside corner of the eye outwards, feather upward across crow's feet and down onto the cheekbone to cover any areas you wish to conceal. If the product looks shiny/ wet on the skin – you have applied too much.
- An oil-based product is present underneath or has been applied afterwards. My Perfect Eyes must sit directly on clean, dry skin, so no traces of makeup or moisturiser should be underneath the product. Any oil based product applied on top such as serums, moisturisers or oil based liquid foundations will dissolve the delicate veil created and diminish the results.

## Can I **wear make-up** when using My Perfect Eyes?

My Perfect Eyes needs to dry thoroughly and completely set before applying makeup. You should not apply oil based make-up products on top of My Perfect Eyes as they may dissolve the web like structure that the product forms on top of the skin and therefore diminish the effect. A mineral based foundation, cream to powder, compressed powder/ bronzer or a mousse is best. You should apply make-up over My Perfect Eyes very gently, preferably with a make-up brush. Take care not to pull, stretch or break the invisible veil created by My Perfect Eyes. It's very easy once you have the technique and like any new make-up product - practice makes perfect!

## How do I **store** My Perfect Eyes?

Extremes of temperature may have adverse effects on the product, so it is best to store My Perfect Eyes at an ambient room temperature with the lid fully secure and tightened and use within 18 months of opening.

## How long does a **bottle last**?

My Perfect Eyes comes in a 10g and a 20g bottle providing approximately 100 or 200 applications. Used every day a 200 application bottle should last approximately 6 months, but most customers say that using it for weekends and special occasions it can last all year, if stored correctly.

## Will My Perfect Eyes have a **long-term beneficial effect**?

My Perfect Eyes is not a 'treatment' for fine lines and wrinkles but a cosmetic temporary solution. Consider it as an invisible primer or concealer for smoothing the under eye area.

## Is My Perfect Eyes **harmful**?

My Perfect Eyes is perfectly safe to use daily – it is classified as a non-colour cosmetic, alongside other cosmetics that do contain colour, such as mascara, lipstick etc.