



BRIGHT eyes

by Beauty Editor BETH THOMPSON



IT'S A double whammy that's tough to avoid — exposure to the elements combined with thin skin makes our eyes easy targets for the ravages of living.

That means late nights, too much vino and the sands of time show up in a variety of ways, be they dark circles, puffiness or crow's feet. Genetics also get in on the act, particularly in the form of bags and shadows, confirms dermatologist Benjamin Barankin, medical director of the Toronto Dermatology Centre.

We're not without solutions, though, especially when it comes to reducing

the look of lines. "Botox and fillers can be very helpful, as can resurfacing laser treatments," says Barankin. Microdermabrasion and peels also offer modest results, as do a host of topical treatments. Look for creams rich in vitamin A derivatives such as retinol or tretinoin, peptides such as Matrixyl or antioxidants such as CoffeeBerry to lift and smooth skin around the eyes, he suggests.

Dark circles linked to lifestyle are best treated proactively. Avoid triggers such as alcohol and caffeine, try to get enough sleep and minimize rubbing and scratching. Best bets in cream formulations are those with antioxidants

or vitamin C. A hydrating facial may also help.

As for puffiness, choose products with topical caffeine or — wait for it — try Preparation H. The same ingredient that shrinks hemorrhoids may reduce under-eye bags, says Barankin.

Intrigued, I followed doctor's orders on this one. I did notice some improvement, but the thick, shiny ointment is hard to conceal, so it's best used at night.

And remember, it's never too late to protect your peepers from future damage. The simplest solution is to wear sunglasses and sunblock. Every. Single. Day.

Here are a few products to try at home.



SHISEIDO White Lucent Anti-Dark Circles Eye Cream, \$68, promotes better circulation with vitamin E, while vitamin C reduces darkness.

A shiitake mushroom extract works as an antioxidant to minimize fine lines in **AVEENO** Positively Ageless Anti-Wrinkle Eye Cream, \$25.

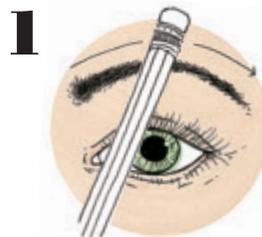
The antioxidant idebenone, in cult fave **PREVAGE** Eye Ultra Protection Anti-aging Moisture Cream SPF 15, \$120, minimizes lines and dark circles while protecting against sun damage.

SKINCEUTICALS Eye Balm, \$85, calls on plant and marine-derived extracts to diminish puffiness and soy isoflavones to boost collagen.

Retinol and hyaluronic acid team up in **NEUTROGENA** Ageless Intensives Deep Wrinkle Eye Cream, \$28, to smooth and hydrate delicate skin.

HOW TO GROOM EYEBROWS

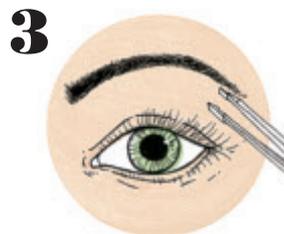
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1 Determine your natural shape by placing a pencil vertically against the outer part of your nose. This is where your brow should start. Tilt the pencil so it covers your pupil to find your arch. Pivot it to the outer edge of the eye to determine where the brow should end.



2 Brush your brows upward and trim any hairs sticking up at the corners.



3 Using a pair of slanted tweezers, pluck strays growing outside the designated area. Only tweeze below the brows — leave more intense shaping for a professional.

TIP Lightly fill in sparse bits with a brow pencil or powder one shade darker than your natural colour. For grey, wiry brows, use a tinted eyebrow gel.

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