

EYE IMPACT

Whether you want to tighten, brighten, smooth or lift—these eye-openers will get you results, at every age. BY JILL DUNN



UMATHURMAN

EYES ARE ONE OF THE MOST telltale signs of aging. The usual suspects—dark circles, puffiness, wrinkles and laugh lines—can pop up with the blink of an eye, but it's not all doom and gloom. While there's no potion to reverse the aging process, thankfully, we have a slew of high-performing creams, serums and gels at our disposal to combat every concern.

40s In your 40s, you may notice that your once-shallow crow's feet are suddenly more pronounced. The best line of defence against wrinkles is using products with retinol or tretinoin, forms of topical vitamin A, says Dr. Mark Lupin, a Victoria, B.C.-based dermatologist and director of Cosmedica Laser Centre. They also reduce brown spots, fuel exfoliation and collagen production, and thicken the epidermis. "Only use these products around the eyes under the care of a physician, as they can also be irritating if not used properly," he says.

Team up your retinol treatment with antioxidants, such as vitamins C and E, and green tea for maximum effectiveness. If you have sensitive skin, look for niacinamide (also known as vitamin B3), which can also help treat puffiness and wrinkles, and can be gentler on your skin.

While retinol-based creams will help reduce the appearance of crow's feet, the best treatment for halting muscle movement altogether is via a syringe. Botox and hyaluronic acid fillers, such as Juvéderm or Restylane, are your best options, says Dr. Benjamin Barankin, a Toronto-based dermatologist and medical director of Toronto Dermatology Centre. To maintain results, three injections a year are typically required. →



From left: Jouviance Restructiv SRD Advanced Anti-Aging Formula Pure Retinol + Multi-Peptides Day/Night, \$55; Neutrogena Rapid Wrinkle Repair Moisturizer Eye, \$32; Lise Watier Age Control Supreme The Eye Care, \$54.



20s

Sometime during your 20s, puffiness and dark circles show up uninvited (remember when you could easily bounce back from an all-nighter?). To perk up tired eyes, use an eye gel—preferably one that has a stainless steel applicator, which gently glides across sluggish skin for a cooling effect—or an eye cream with caffeine, which helps de-puff by constricting blood vessels, says Barankin.

It's also time to start developing preventive lifestyle habits. Barankin suggests getting on board with a proper nighttime routine. “Thoroughly removing your eye makeup, sleeping on an extra pillow so your head is elevated and avoiding rubbing your eyes will ease the puffiness,” he says. A caveat: Dark circles can be hereditary or genetic (caused by allergies, vascular issues or increased pigmentation), so consult a dermatologist to determine the best treatment option. In the meantime, get an instant pick-me-up with an under-eye concealer or BB cream that boasts light-reflecting pigments.



CHRISSEY TEIGEN



Clockwise from top: Elizabeth Arden Flawless Future Powered by Ceramide Eye Gel, \$48; Vichy Idéalia Eyes Eye Contour Idealizer, \$40; Garnier BB Eye Miracle Skin Perfector Daily Eye Roller, \$22.

30s

Dark circles cast a greater shadow in your 30s, not to mention fine lines, which begin to show up. Now is the time to get acquainted with wrinkle-busting ingredients such as peptides, which help improve your skin's tone, elasticity and texture, along with powerful antioxidants like vitamin C and green tea, which help to minimize dark circles and aid in collagen production (crucial to keep fine lines and wrinkles from deepening). “Look for topical antioxidants like L-ascorbic acid—also known as vitamin C—ferulic acid and phloretin, which also directly fades brown discoloration,” says Lupin.

Opt for a serum or cream, as gel can be drying. Go about it gently and lightly pat, never rub, the product under each eye with your ring finger until the product is absorbed (a pea-sized amount will suffice for both eyes).



KERRY WASHINGTON



Clockwise from top: Lierac Paris Diopticrème Wrinkle Repair Cream, \$37; Estée Lauder Advanced Night Repair Eye Serum Synchronized Complex II, \$75; La Roche-Posay Pigmentclar Eyes Dark Circle Skin-Evening Corrector, \$49.

50s+

If your eyes aren't aflutter as much as you'd like them to be during this decade and beyond, go for multi-benefit products. Post-menopause, your complexion not only lacks moisture, but hormonal fluctuations also cause hyper-thinning of the skin, so it can appear especially deflated and dull around the eye area (droopy lids, anyone?). Choose products that target wrinkles, as well as skin density and sagging. Collagen-boosting ingredients such as peptides will help firm skin, while ceramides and shea butter maintain the all-important barrier and minimize water loss. Texture is important too. A rich cream is a good option for drier or mature skin, says Barankin.

There's also help beyond the skincare aisle. “Non-invasive radio-frequency treatments, such as Thermage, are approved by Health Canada to stimulate new collagen and help sagging skin of the upper and lower eyelids,” says Lupin. “If there is an advanced degree of sagging skin, laser blepharoplasty [a lid lift] is the most effective treatment.” ®



TILDA SWINTON



From top: NeoStrata FirmaLift Eye Contour Firming Cream, \$34; Marcelle Revival Gold Ultra-Nourishing + Vitality Eye Contour Cream, \$46; Chanel Le Lift Crème Yeux, \$110 (available at Murale and select beautyBOUTIQUE by Shoppers Drug Mart locations).

ASK A BEAUTY EXPERT

Q: What is the best texture to look for when it comes to applying concealer on dark circles?

A: A creamy concealer provides the most coverage and is the easiest to work with, says Rayelyn Izzo, a beautyBOUTIQUE manager at Shoppers Drug Mart in Calgary. The trick is to camouflage the hollow area that accentuates dark shadows. Use a concealer brush to stipple on the product in a U-shape underneath your eye, right on the orbital bone. “This will even out any darkness,” adds Izzo. She recommends Benefit Erase Paste, \$32. — Erin Dunlop