



EYE OPENERS

Eyes are what people notice first about us, and the last thing we want them to notice are our wrinkles, sags or dark circles. A facial plastic surgeon, a dermatologist and a beauty expert offer their expertise on procedures, treatments and products that can help the eye area—and you—look more youthful and refreshed. Whether you have days or only minutes or hours to spare, here's how to keep this area looking its best. BY BONNIE STARING

IMAGES: THINKSTOCK; PHOTOGRAPHY: JOSEPH SARACENO

THE EYE AREA

"One of the first places we see aging is around the eyes," says Dr. Cory Torgerson, MD, PhD, FRCSC, an otolaryngologist-head and neck Surgeon practicing in facial plastic surgery in Toronto. "As your skin matures, it thins and dries out. Because the skin around the eyes is the thinnest in the body, it shows the first fine wrinkles."

"Eye-area aging is also the accumulation of damage over one's lifetime," adds Dr. Benjamin Barankin, MD, FRCPC, FAAC, a Toronto dermatologist and medical director of the Toronto Dermatology Centre. "Not enough of us apply sunscreen around the eyes because we're afraid of the product running into the eyes and stinging, but there is minimal risk otherwise." He suggests choosing sun protection products containing zinc oxide and/or titanium oxide that are lightweight enough to be worn under makeup.

He recommends EltaMD UV Shield Broad-Spectrum SPF 45. The sheer formula can be worn under makeup to provide oil-free UVA/UVB protection and is available at doctor's offices.

MINUTES

WAYS TO REFRESH YOUR EYES IN A MATTER OF MINUTES

MOISTURIZE

Keeping skin well-hydrated helps to reduce the appearance of wrinkles and slow down the development of new ones, so take the time to moisturize the area. "Using topical products that contain retinol or vitamin C can also be beneficial for fading discoloration and stimulating collagen," adds Dr. Barankin.

He also recommends that you consult with a dermatologist to ensure you have products and ingredients that address your skin's unique needs. "New topical products for the eye area contain stem cells and peptides, which promote toning of the skin," says Dr. Barankin.

MAKEUP

Think of your eye area as a delicate canvas and carefully consider what you place on it after you moisturize. "Prep skin with an illuminating primer that will fill in lines and even out skin tone while the light-reflecting particles brighten skin so it looks less dull and dry," advises Chantel Guertin, a beauty expert on *The Marilyn Denis Show*.

For products, Guertin recommends choosing liquids and creams over powders to help keep skin hydrated. "When applying makeup, use an upward sweeping motion under eyes so you don't highlight dark circles," says Guertin. "Try a light-reflecting highlighter on the tops of cheekbones to draw attention away from wrinkles." In terms of colour, choose shades that complement and brighten your skin tone.



ELIZABETH GRANT COLLAGEN RE-INFORCE PLATINUM 24-HR FIRMING EYE CREME

This precious platinum and natural marine collagen combination works quickly to redefine the skin. (\$65, at elizabethgrant.com)



STEMULATION ELEVATE EYE CREME

It combines the benefits of the stem cell growth factors with potent antioxidants and peptides to increase firmness and elasticity, improve the appearance of fine lines and wrinkles and minimize dark circles. Instantly hydrates to reduce puffiness. (\$75, stemulation.com)



ALYRIA FIRMING EYE CREAM

This peptide-rich cream helps provide instant and long-term firming effects. (\$60, at doctor's offices)



LISE WATIER AGE CONTROL SUPREME THE EYE CARE

This rich cream leaves skin hydrated, supple and incredibly comfortable. (\$78, at Lise Watier counters)

GM COLLIN BOTA PEPTIDE EYE CONTOUR

This formula contains six peptides to reduce the appearance of lines, wrinkles and dark circles. (\$96, 1.800.361.1263)





CLEAN GETAWAYS

How you take off your makeup is just as important as what you put on. "If you have to rub too hard to get makeup off, you'll pull on the eye area and cause more lines," says Guertin. Some products, such as waterproof mascara, can be a challenge to remove—resist the temptation to rub the area or use a strong, dehydrating product. "A hydrating remover is best," she adds. "One made with an oil formulation is better if your skin can handle it."



Biocollasis™ Complex Advanced Cellular Age Defense Gentle Eye Makeup Remover
A fast-acting lotion specifically created to gently remove all eye makeup, including waterproof mascara. (\$18, elizabethgrant.com)

Lierac Comfort Cleanser for Face and Eyes
This hydrating complex combines probiotics with botanical honey to nourish the skin and stimulate its natural defences. (\$29, at drugstores)



HOURS

TREATMENTS THAT ENHANCE THE EYE AREA IN A FEW HOURS

INJECTABLES

Botox and fillers can dramatically improve the appearance of the eye area without surgery. "If a patient has a volume loss or teartrough (deep groove) under the eyelids, we inject fillers such as Juvéderm or Restylane," says Dr. Barankin. This adds volume to the area and provides support and lift to smooth out lines and wrinkles. Although Botox doesn't add volume, its ability to reduce the appearance of dynamic wrinkles—like crow's feet—makes it a popular option.

"Start with a less-is-more approach regarding Botox and fillers, but don't be afraid to use them modestly if needed," says Dr. Torgerson. Using injectables can also help slow down the development of additional lines and wrinkles, whether by adding volume to the area or reducing muscle movement. For patients afraid of needles, here's some good news: "Likely in the not-too-distant future we'll have topical Botox. The early studies are very promising," says Dr. Barankin.

COST Depends on amount injected and number of injection sites. **Botox:** from \$300; **Fillers:** from \$500

RECOVERY TIME **Botox:** swelling may last 15 minutes; **Fillers:** swelling may last one to two days

RESULTS **Botox:** three to six months; **Fillers:** up to one year

DAYS

EYE-OPENING PROCEDURES THAT TAKE A NUMBER OF DAYS

LASER TREATMENTS

The variety of laser treatments available allows skincare professionals to target certain areas and treat certain conditions. "For skin resurfacing, which reduces the appearance of wrinkles and scars, I recommend a treatment using a fractionated laser such as the ProFractional laser," explains Dr. Barankin. For skin tightening, lasers such as SkinTyte, Ulthera and Thermage are used to help patients achieve desired results. "And the technology keeps getting better, adds Dr. Barankin. "Vascular lasers like Nd:YAG can be used if the darkening of the skin is due to blood vessels."

COST Varies depending on number of treatments (typically four to six). Resurfacing: \$700; Firming: \$1,000; Dark circles: \$500

RECOVERY TIME Three to four days after each treatment

RESULTS Permanent; the area will continue to age

BROW LIFTS

For some patients, rejuvenating the eye area may involve a brow lift. "The upper eyelid and the brow are intrinsically connected," explains Dr. Torgerson. "As the brow ages, it begins to fall below the upper bony orbital rim, which leads to increased hooding and heaviness of the upper eyelid as well as a flattened brow."

An open forehead lift with brow reshaping involves the lifting and tightening of the forehead and brow through a large incision at the hairline. "This can achieve a very accurate, even reshaping of the brow," adds Dr. Torgerson. An endoscopic brow lift allows for eyebrow reshaping through smaller forehead incisions. "While it improves brow ptosis (falling/drooping), it does not tighten forehead skin," he explains.

COST Open forehead lift with brow reshaping: \$8,000; Endoscopic brow lift: \$5,000

RECOVERY TIME Two weeks

RESULTS Permanent; the area will continue to age

DAYS

EYE-OPENING PROCEDURES THAT TAKE A NUMBER OF DAYS

BLEPHAROPLASTY

Also known as an eye lift, this surgical procedure can be performed on the upper, lower or both eyelids. "The procedure can correct wrinkles, reduce puffy bags and lighten heavy lids—working to literally open the eyes of the patient," explains Dr. Torgerson. Blepharoplasty on the upper lids involves the removal of excess skin and a small amount of fat, while the lower lid procedure focuses on the removal of fat.

COST Upper eyelid \$3,500; Lower eyelid: \$3,500; both upper and lower: \$6,000

RECOVERY TIME Two weeks

RESULTS Permanent; the area will continue to age

Although your eyes may be starting to glaze over with all the information from these experts, we'd be remiss to leave out one last tip before you kiss those lines, wrinkles and sags goodbye. Always consult with a professional before you proceed with any eye-enhancing treatment. ☺



DO IT ALL!

We love these high-end creams which battle a range of eye area issues. Lumixyl® Revital Eyes Brightening Eye Cream (\$65, at doctor's offices) contains Decapeptide-12, an exclusive complex that fights wrinkles, moisturizes, repairs inflammation and treats dark circles, too. ELASTIderm Eye Cream (for normal to dry skin) and ELASTIderm Eye Gel (for oily skin; \$166, at doctor's offices) are both rich in repairing and restoring minerals to promote elasticity and antioxidants to fight free radicals.



WEAR SUNGLASSES

All of our experts agree that the combination of squinting and damaging UVA and UVB rays can speed up aging in the eye area. Purchase sunglasses from a reputable retailer, opt for a larger size to cover more area (you'll look like a movie star and, according to beauty expert Chantel Guertin, larger frames can even serve the purpose of making you look thinner!) and replace them if scratched.



EYELASH EXTENSIONS

"Lash extensions can make eyes look bigger and more dramatic, and draw attention upwards and away from under-eye wrinkles," says Guertin.



OVER-TWEEZE BROWS

"Full brows frame the face and always make you look more youthful," advises Guertin.

IMAGES: THINKSTOCK

HARSH TREATMENTS

"Microdermabrasion and chemical peels should not be performed around the eyes due to the sensitivity of the area and delicacy of the skin," adds Dr. Barankin.

