

Product Name: Eye Wish	Characteristic(s): Light, White Cream pH 5.91 (+/-0.2) Paraben-Free Phthalate-Free Gluten-Free	Skin Type(s): All, Anti-Age	Product Number(s): VLT0. 5504
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Product Story:

Star light, star bright, the first star | see tonight, | wish | may, | wish | might, have the wish | wish tonight.

(A Mother Goose Nursery Rhyme)

How many years have you been wishing for a truly unique, luxury eye cream? Well, CoValence is here – granting wishes!

CoValence has created a novel, luxury eye cream that truly should not be classified as a ‘cream’. The texture should actually have its own category, due to that Fi-Flow makes the product feel like a soft mousse, which rapidly feels like a light serum once applied to skin. Even though the soft texture of Eye Wish is highly unique, it was not formulated to just sit on the skin and ‘feel nice’ – It is a **power house** packed with botanicals and anti-wrinkle ingredients that have multiple preventative functions which includes firming, building essential collagen and increasing moisture nourishment.

Eye Wish exemplifies, ‘luxury’, and therefore it is formulated with the ingredients we would want to see in a luxurious product, including the successful pairing of 5% Argireline® (the most well-known peptide) along with 5% Leuphasyl®. New research shows that this dynamic peptide duo work far better together than separately -- making Eye Wish a perfect topical take-home companion product, post-cosmetic injection procedures.

Borage Oil contains the highest GLA (Gamma Linolenic Acid) concentration of any oil available which helps to increase cell resilience and moistens the fatty layer beneath the skin. Borage Oil, along with other botanicals and ChroNoline, delivers a multitude of beauty benefits such as aiding collagen loss, soothing dry, scaly skin and combating the illusive wrinkle (or two).

Our product testers visibly noticed that the light, airy texture of Eye Wish was extremely effective at firming and plumping the skin, quickly reducing the look of fine lines. They also realized that even though the Eye Wish ingredients were chosen specifically for the eye area and expression lines, it can also be worn as an all over, beautiful anti-age face cream.

‘Eye’ Wish... granted!

Active Interest(s):

- **Fi-Flow (Perfluorodecalin, Perfluorohexane, Perfluoroperhydrophenanthrene)** - In cosmetic formulations, acts in multiple levels (fast penetration, instant skin volume, muscular relaxation, cellular detoxification) to impart Botox®-like effect
- **Argireline® (Acetyl Hexapeptide-8)** – The first peptide for expression wrinkles, effective wrinkle reduction by 17% in as little as 15 days, and a maximum of 32% by 28 days

- **Leuphasyl® (Pentapeptide-18)** – Revolutionary tandem when combined with Argirilene due to their complimentary effects allowing maximum wrinkle reduction of 47% in 28 days
- **Acmella Oleracea Extract**– Flowering herb with analgesic properties and instant Botox®-like properties, 75% of test subjects experienced wrinkle smoothing within 24 hours of the first application
- **Cassia Angustifolia Seed Polysaccharide** - Extracted from the seeds of the Indian Senna plant, botanical alternative to Hyaluronic Acid, demonstrating immediate and intense moisturizing effects that last up to 24 hours, plumping fine lines to provide a smoother, more radiant complexion
- **ChroNoline (Caprooyl Tetrapeptide-3)** – Peptide derived from Growth Factor derivatives, clinically proven to reduce wrinkles by 29% in 28 days, stimulates the production of collagen, laminin and fibronectin in the DEJ (Dermal Epidermal Junction) maintaining skin's youthful firmness
- **Borago Officinalis Seed Oil – Also known as Starflower, contains a high concentration of GLA (Gamma Linolenic Acid), combats inflammation and restores moisture and smoothness to dry skin**

The Dos:

Gently apply a small amount of Eye Wish around the eye area once or twice daily. (A little of Eye Wish goes a long way, due to the light, mousse texture).

The Don'ts:

For external use only. Avoid contact with eyes. Keep out of reach of children.

Notables:

Eye Wish can be worn as a wonderful anti-age face moisturizer.

Eye Wish is best filled into an airless pump, due to the delicate nature of Fi-Flow.

Please check with a Sales/Account Executive for pricing.

Product Name: Bye Bye Birdie	Characteristic(s): Opaque Liquid pH 4.04 (+/-0.2) Paraben-Free Gluten-Free	Skin Type(s): All, Anti-Age	Product Number(s): VLT0.5503
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Product Story:

Mae West has a famous quote that fits *Bye Bye Birdie* perfectly... “*Too much of a good thing can be wonderful.*” Yes, *Bye Bye Birdie* is full of good (great) things and yes, you will soon see that it is wonderful!

Bye Bye Birdie is a complete anti-wrinkle formula designed especially to tackle the pesky crow’s feet around the eyes as well as frown lines. No topical Cosmeceutical works just like Botox®, but *Bye Bye Birdie* is a definite close relative to Botox that is less expensive, more convenient and safer.

Bye Bye Birdie was formulated with Snap-8, a newer offspring of the infamous Argirilene®. We made sure that we formulated with 10% Snap-8, the maximum recommended percentage, because tests show that it is 30% more effective than Argirilene®. It has clinically proven to reduce crow’s feet by up to 63% as it targets muscle contractions with a pre-synaptic strategy by restraining the release of the neurotransmitter (acetylcholine) from the motor neuron.

We could have stopped at Snap-8, since we are big fans of it, but Bye Bye Birdie also contains 5% of the new peptide, Inyline, which also targets muscle contractions using a post-synaptic strategy, but it the diminishes the ligand (Ach)-receptor (AChR) binding, responsible for the formation of the muscle action potential. In more simplistic terms... Inyline has proven to reduce wrinkles by 14.9% in 28 days!

We’re not done yet... Bye Bye Birdie also contains a special encapsulated Retinol, perhaps the most effective anti-wrinkle ingredient in the skin care industry, combined with Edelweiss Stem Cells and Antarcticine which effectively builds collagen and reduces wrinkles.

The ingredient data provided will show you that Bye Bye Birdie is extremely effective. But, better than any data, our product testers *loved Bye Bye Birdie’s* results so much that they decided to use it all over their face and neck! *Bye Bye Birdie* was formulated to specifically wipe out crow’s feet (without a needle), but we won’t argue if you want to get rid of other fine, or not-so-fine, lines.

We could write a small novel, detailing the skin benefits of *Bye Bye Birdie*. But, for now we’ll simply end this product story by waving... *Bye Bye Birdie!*

Active Interest(s):

- **Snap-8 (Acetyl Octapeptide-3)** – Peptide, reduces depth of expression wrinkles up to 63%, topical alternative to Botox®
- **Inyline™ (Acetyl Hexapeptide-30)** – Peptide, minimizes expression wrinkles by 14.9% after 28 days, smoothes skin surface

- **Leontopodium Alpinum Meristem Cell Culture** – Anti-aging properties that include firming, antioxidant activity, inhibition of collagenase and hyaluronidase and the reduction of wrinkle depth by 15% of the eye contour area after 20 days
- **Retinol (Encapsulated)** – Stable retinol for reduction of wrinkles and helps restore UV damaged tissue. Increases elasticity of the skin by 20% and decreases wrinkles depth up to 17% after 12 weeks
- **Antarcticine® (Pseudoalteromonas Ferment Extract)** – Glycoprotein exopolymer from the Antarctic Sea, cryoprotective, restructuring and anti-wrinkle properties. After 30 days, depth of wrinkles decreased between 50-60%
- **Beta-Glucan (D)** - Skin immune cell macrophage activation, protects and moisturizes, promotes healing through cell turnover, stimulates collagen synthesis, antioxidant
- **Betula Alba (Birch) Bark Extract** - Source of betulinic acid, inhibits elastase, stimulates collagen synthesis, anti-inflammatory, skin lightening properties

The Dos:

Gently apply Bye Bye Birdie to the outer edges of the eye area, specifically over crow's feet, to firm, lift and reduce fine lines.

The Don'ts:

For external use only. Avoid contact with eyes. Keep out of reach of children.

Notables:

Please check with a Sales/Account Executive for pricing.

Product Name: Pack Your Bags	Characteristic(s): Light, Amber Gel pH 6.85 (+/-0.2) Paraben-Free	Skin Type(s): All, Anti-Age	Product Number(s): VLT0.5502
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Product Story:

After you wake up in the morning, have you ever groggily looked at yourself in the mirror and said, “Mirror, mirror on the wall... how do I get rid of these under eye bags once and for all?!” Well, you may not have actually said those words, but we know there are moments when we all may feel as if our eye bags are so heavy we would have to pay an extra ‘baggage fee’ at the airport. If you can relate to dark circles and puffiness around the delicate eye area, Covalence’s Pack Your Bags was specifically formulated for you. The lack of blood circulation under the eye area causes the bags and dark circles to appear, which is why it was imperative that the actives formulated in Pack Your Bags targeted these issues.

Pack Your Bags is a soothing amber-colored gel that quickly decreases eye puffiness and reduces dark circles. Eyeseryl™ and Haloxyl™ remarkably reinforce the reduction of under eye inflammation, while firming and toning up the delicate under eye area, giving you a more youthful look. Bioskinup™ and Hesperidin continue to help produce collagen, increase blood circulation as well as generate anti-inflammatory reflexes helping to further improve the health of the under eye area. Green Coffee, Kiwi and Evening Primrose Oil round out the ‘Dream Team’! These three botanicals, collectively, are rich in flavonoid, polyphenols, EFA (Essential Fatty Acids), Vitamins C and E – extremely safe for the delicate eye area.

Our product testers found that Pack Your Bags was instantly soothing and glided softly onto the fragile under eye area. They were also surprised that a seemingly simple gel actually had high concentrations of actives, which made Pack Your Bags a sure winner at sending under eye bags packing!

Active Interest(s):

- **Eyeseryl™ (Acetyl Tetrapeptide-5)** - 70% of volunteers had improvement in under eye puffiness within 15 days, anti-glycation
- **Haloxyl™ (Stearth 20, Chrysin, N-Hydroxysuccinamide, Palmitoyl Oligopeptide, Palmitoyl Tetrapeptide-7)** – Lessened appearance of under eye dark circles in more than 60% of volunteers, reinforces firmness and tones up eye area, facilitates in the elimination of blood pigments responsible for dark circle coloration and local inflammation
- **Bioskinup™ (Ptychopetalum Olaciodes Bark/Stem Extract, Pfaffia Paniculata Root Extract, Lilium Candidum Flower Extract, Caprylyl/Capryl Glucoside)**- Research showed 67% improvement in bags around the eyes, 33% decrease in dark circle color intensity, 29% decrease in dark circle size, 92% firmer skin and 71% improvement of wrinkles around the eyes; collagen producing and anti-inflammatory
- **Glycosaminoglycans** – Reduced dark circles by 11% in four (4) weeks and 21% in eight (8) weeks, inhibits the Matrix Metalloproteinase (MMP) enzymatic activities that degrade and ultimately destroy the collagen network present in the skin

- **Glucosyl Hesperidin** – Improves skin tone, reduces dark circles by stimulating skin's surface circulation
- **Coffea Robusta (Green Coffee) Seed Extract** – High polyphenol content for antioxidant effect, caffeine content for increased circulation
- **Actinidia Chinensis (Kiwi) Fruit Powder** – Rich in flavonoids, EFA (Essential Fatty Acid), Vitamin C and E, antioxidant
- **Oenothera Biennis (Evening Primrose) Oil** – Gentle and beneficial for the fragile eye area, contains Gamma Linolenic Acid, EFA (Essential Fatty Acid), used to help heal bruising (dark circles from lack of blood circulation)

The Dos:

Lightly apply Pack Your Bags, a light, soothing amber-colored gel, around the delicate eye area to quickly reduce puffiness and dark circles – dramatically improving the texture and tone of skin.

The Don'ts:

For external use only. Avoid contact with eyes. Keep out of reach of children.

Notables:

Please check with a Sales/Account Executive for pricing.