

EYES WIDE *open*

The top procedures, treatments and makeup tips that will restore, refresh and rejuvenate your tired eyes.

BY ANNA LEE BOSCHETTO

PRO TIP
Applying an illuminating hue near your tear duct and a skin tone liner along your lower lash line will brighten your eyes.

TOP IT UP When it comes to the delicate skin surrounding the eye area, hydration plays a big part in keeping a youthful appearance. Along with downing plenty of water, Dr. Martie Gidon, MD, FRCPC, FAAD, a Toronto-based cosmetic dermatologist, recommends products containing humectants, such as glycerin and hyaluronic acid, which help the skin's water retention. "Hyaluronic acid helps retain moisture in the skin," explains Gidon. "If you're using a serum, applying a moisturizer afterwards will make the product more effective." Beyond topical treatments, Gidon recommends thermage radio frequency, a procedure that tightens the skin around the eye area with no downtime, and fractional CO2 laser treatments (\$2,000), which stimulate skin's collagen production with about four to seven days of downtime.

PRO PICK *When it comes to product selections, Gidon says to look for formulas with retinols, fruity acids and peptides, which are key eye-brightening ingredients. One of her new favourite products: Neocutis Lumière Riche Bio-restorative Eye Balm (\$95, available through physicians), with processed serum proteins that hydrate the skin, reduce puffiness and stimulate collagen.*

NO SPECS REQUIRED No matter what your age, there's no question that ditching your eyeglasses and contacts for good instantly changes your outlook. According to Dr. Howard Gimbel, MD, FRCSC, executive medical director of the Gimbel Eye Centre in Calgary and Edmonton, IntraLASIK laser surgery is best for the majority of people wearing glasses or contacts because most individuals are nearsighted. At the same time, Gimbel cautions those considering the procedure, as "there is a limit to what can be corrected, depending on the thickness of the cornea of the eye." While the surgery itself is very stable, Gimbel says that, because an individual's eyes can change into their 30s, some may want to wait until their 40s. For anyone who requires eyeglasses to read fine print, Gimbel often recommends AcuFocus KAMRA Vision, which can be implanted in one eye as a corrective option (Cost will vary on individual circumstances).

CONSIDER THIS *Gimbel recommends researching clinics that offer different procedures, including IntraLASIK and photorefractive keratectomy to ensure you're getting the best option that's suited to your eye care needs.*

GIVE YOURSELF A LIFT From puffy, sagging skin to droopy eyelids, the delicate skin around the eye area can be a bother. According to Dr. James Oestreicher, MD, FRCSC, an ophthalmologist and ophthalmic plastic surgeon in Toronto, blepharoplasty (upper eyelids, \$4,000; upper and lower eyelids, \$8,000) is an elective surgery that can effectively turn back the clock. "The benefits are an alert, non-angry appearance, with an improved visual field and more light in the eyes," says Oestreicher, adding that this surgery offers an added boost of confidence to individuals at any age. While this procedure can be performed on both upper and lower lids, Oestreicher often combines CO2 laser resurfacing (Cost starts at \$800) to reduce wrinkles on the lower eyelids.

SURGICAL TIP *Heavy upper lids can be associated with drooping eyebrows, which in most cases can be corrected with blepharoplasty rather than an eyebrow lift, which is often not a long-lasting option.*

MAKING IT UP With a little know-how, strategic makeup application can actually revive your eyes in short order. "For most people, I recommend applying an eye cream before using concealer," says Toronto-based makeup artist Victoria Fedosoff, adding that the eye cream will act as a primer. Fedosoff also recommends applying your eye makeup first, then applying your concealer or base product, which gives you the ability to wipe away any excess under the eye area. In terms of selecting an eye-brightening colour palette she recommends golden tones for greens eyes, shades of brown for blue eyes and a wide spectrum of hues for brown eyes. For eyes of any colour, Fedosoff suggests applying black mascara on your upper lashes and brown on the bottom, which gives everyone's eyes an added pop. 

PHOTO: THINKSTOCK

TOP SHELF *treatments*

Here are three topical products to help wake up your eyes overnight.

REJUDICARE I-AROUND EYE CONTOUR CREAM, (\$90, MEDICAL SPAS AND DOCTOR'S OFFICES)

PERFORMANCE: Along with firming and hydrating the skin around the eye, I-Around Eye Contour Cream is a hypoallergenic, dermatologist-tested cream that will improve microcirculation and reduce fine lines. **HERO INGREDIENT:** Turns out the plant better known as the White Bird of Paradise contains a seed aril extract that will enhance skin's radiance. **HOW IT WORKS:** The plant extract increases collagen production, which improves skin tone while eliminating under-eye darkness and puffiness in the eye area.



INDERMICA 360 EYE TREATMENT DUO, (\$88.50, MEDICAL SPAS AND DOCTOR'S OFFICES)



PERFORMANCE: With two products double teaming, Indermica 360 works around the clock to refresh and rejuvenate the skin around the eye area. The duo's Energizing Eye Gel hydrates and tightens the skin, instantly diminishing puffiness and dark circles, while the Recovery Eye Cream offers restorative overnight hydration. **HERO INGREDIENTS:** Rice bran, soya and sesame proteins combine in this dynamic duo for maximum restoration. **HOW IT WORKS:** These plant proteins provide antioxidants, essential fatty acids, anti-inflammatory properties and long-lasting hydration, all of which leads to visibly smooth and firm skin.

SWISS LINE CELL SHOCK EYE ZONE TRANSFORMING MASK (\$120, SPAS AND SWISSLINE-COSMETICS.COM)

PERFORMANCE: Intended as a quick five-minute home treatment, Cell Shock Eye Zone Transforming Mask can be used overnight or as a lightweight formulation that can even be applied under your makeup. **HERO INGREDIENTS:** Cellactel 2 Complex, Swiss Line's signature ingredient, is a scientific complex that uses a combination of soya and wheat proteins. **HOW IT WORKS:** This cellular complex boosts cell turnover, increasing production of skin's collagen and elastin.

