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EYE POPPING SPA TREATMENTS

The ultimate protocols to
rejuvenate the eyes

by Carrie Borzillo

It is said that the three biggest giveaways to someone's age are their hands, neck and eyes. While gloves and a turtleneck can cover the latter two, respectively, the eyes are always on display and therefore require special attention — making eye treatments and add-ons a hot commodity for any spa.

Kile Law, president/founder of Blue Water Spa in Raleigh, N.C., says eye treatments are definitely growing in popularity, and not just with the older demographic. "It's refreshingly skewing a lot younger," she notes. "Women today are starting to care for their skin more than they did in generations past, and are aging so beautifully. And they're realizing that the eyes can really give away your age more than anything."

• **Fine Lines & Wrinkles**

The Ultra Eye Rejuvenation Enhancement (30 minutes, \$65) at the Peninsula Spa at the Peninsula Hotel in Beverly Hills, Calif., stimulates the production of collagen, and nourishes and deeply moisturizes the delicate skin around eyes with a full-bodied moisturizing enzyme and rich creams to help diminish the appearance of fine lines.

"A specific manual massage technique is used to drain the fluid built up from fatigue or flying, making the skin around the eyes less puffy using an eye contour cream," says Amber Loose, director of Peninsula Spa. "Microcurrent technology is then used to lift and tone the tired muscles around your eyes to create a smooth finish diminishing fine lines and wrinkles around this sensitive area of the face."

Loose adds that the treatment is quite popular with men and women over age 30 who need a little pick-me-up after traveling. "It helps you look refreshed and awake," she says.

The Spa at the Four Seasons in Denver, Colo., offers two eye enhancements, including Light Therapy (10-15 minutes, \$40), which also helps with fine lines and wrinkles. "We use red light therapy, which is safe around the eyes. It helps increase blood flow, improve collagen production and reduces redness," explains spa director Chrysse Preonas.



• **Puffiness & Dark Circles**

At the MG Grand Day Spa in Greer, S.C., the most popular eye treatment is their Lift and Glow Eye Contour (30 minutes, \$75), featuring sorghum and diacetyl boldine as the key ingredients.

"It's the cream of the crop of eye treatments," says owner Manisay Gabbard. "The sorghum is food for the face. It lifts, minimizes the dark circles, repairs the skin and brightens and lightens. And, it's a plant extract so it's popular with clients who like natural ingredients." The diacetyl boldine is an extract from the bark of the Chilean Boldo tree. "It's the latest technology for the anti-free radical. It blocks out the receptors and it also lightens the pigmentation for the skin," she adds.

The Anti-Aging Eye Treatment enhancement (15 minutes, \$45) at Blue Water Day Spa in Raleigh, N.C., reduces fine lines and lessens the appearance of dark circles by using a collagen mask, massage and oxygen.

"The collagen mask is applied to the eye area that helps to smooth fine

lines and wrinkles, calm and soothe irritation, restore skin vitality, and leave the skin feeling supple, softer and younger," explains Law. "The gentle massage around the eye area helps to penetrate potent antioxidants, which results in immense hydration. And, the oxygen, which is applied over the collagen mask, increases hydration and eliminates puffiness. The eyes look and feel renewed and refreshed."

• **Crow's Feet and Moderate to Deep Lines**

The True Line Corrector Eye Treatment (30 minutes, \$55) at Eden Day Spa in New York City targets the modern to deep lines around the eyes, including crow's feet, as well as around the mouth and forehead using a pro-collagen peptide as the secret weapon.

"The collagen helps plump up the skin, and it's also good for fatigued or aging eye," says owner Yvette Jiang. "We use three different machines, depending on the condition of their skin — a penetrating machine, ultrasonic or

laser. Laser is good for the deeper lines. If someone has a lower metabolism, it's very hard to absorb [the products], so we use the ultrasonic. And, the penetrating machine is great for someone with clogged pores."

• Sagging Skin

Microcurrent technology is the star of the Eye Lift (10-15 minutes, \$40) at the Spa at Four Seasons Denver, which delivers visible results in minutes — perfect for the day of a special event.

"The therapist will use the double prong attachment with Q-tips that have a peptide serum on them. They will then work around the eye holding and lifting the muscles," explains Preonas. "While they're doing this, the machine conducts a small electric current into the muscle causing it to flex or 'work-out.' After the holding move, the therapist will go back through the muscles with a quick pulsing movement — using the same current to help retain the muscle memory and effectively lifting the muscles around the eye, giving you a natural eye lift."

• Tired Eyes

The Firm and Smooth Eye Zone treatment (15 minutes, \$25) at Ocean Spa at Playa Largo Resort & Spa in Key Largo, Fla., is designed to tone the eye area with a special soft brush massage technique.

The treatment contours the eye, reduces crow's feet wrinkles, and, most important, helps the eyes look less tired and more rejuvenated. "We use the brush as a lymphatic technique as it feels feathery and soft and gentle on the skin. After the massage, we use a refreshing eye mask with alginates for its gelling properties, transforming the mask in a resistant and smooth film, which can be removed in one piece,"

explains spa and wellness director Caroline Wilmot.

The mask also includes pink peppercorn oil, which helps with draining and promotes circulation and palmaria palmate extract, which also promotes drainage and stimulates microcirculation.

• Dehydration, Dullness and Drooping

The Lunchtime Eye Lift (30 minutes, \$75) at Skin Apeel Day Spa in Boca Raton, Fla., improves hydration, diminishes the look of fine lines and lifts drooping skin around the eyes using four modalities — ultrasound, microcurrent, red LED light and a remineralizing sea mask.

"This power session begins with ultrasound, which glides around the delicate eye area to hydrate, decongest and soften expression lines," says owner Kim Knapp. "This high-tech cleansing action sets the stage for a successful microcurrent lift, which helps with re-education of the orbital eye muscle by precisely addressing the muscle origin and insertion points with small probes

that prompt mini-muscle expansions and contractions."

Next up is the red LED therapy, which stimulates fibroblast cells, which turns on receptors to start producing baby collagen and elastin again. "Warming and soothing, LED usually puts clients into deep sleep and a secondary perk is the production of happy hormones or endorphins when they leave," she adds.

The icing on the cake, as Knapp says, is the cooling remineralizing sea mask, which deposits sea minerals into the skin to support eye elasticity and refines crepey texture. The best results occur when clients commit to a series of six treatments received two times a week. ■



Carrie Borzillo is an award-winning lifestyle and entertainment journalist covering spas, health and wellness, sex and relationships. Her work has appeared in magazines such as Men's Health, SELF, People, Entertainment Weekly and more. She is the author of three pop culture books. Borzillo can be reached at carrie.borzillo@gmail.com.

