

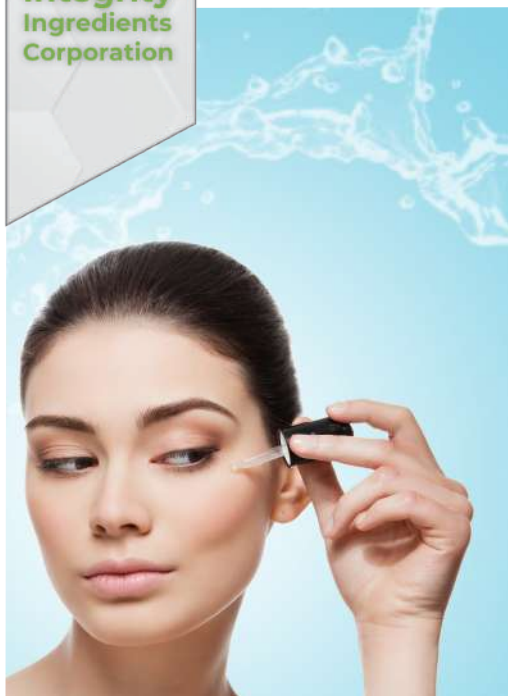


Integrity  
Ingredients  
Corporation

# MOISTURE FIRM EYE SERUM

## What It Is

A luxurious, firming and moisturizing eye serum that works on the both the surface and deep layers of the skin to deliver immediate and long-term hydration, firming and lifting.



## What It Does

- Works with precision – this treatment serum was specially formulated with IntegriACTIVE FirmLift – a unique blend of small and large peptides for immediate skin firming, lifting and prolonged long-term youth preserving benefits.
- Enhances collagen production to help to firm the skin to minimize the appearance of fine lines.
- Reinforces the skin's Dermal-Epidermal Junction (DEJ) for skin firmness due to Okinacea®, a sustainable marine alga derived from rice proteins.
- Deeply moisturizes tissues in the deep layers of the skin.

## Solution For

- Consumers who desire a luxurious “mini lift” for sagging skin around the eye contour area.
- Those who need a silky eye serum to visibly uplift and rejuvenate the eye area for a vibrant new look.
- Lifting and firming the natural eye contours – this precision treatment elevates the look of the eye area.

## How To Use

- Gently massage 1 – 2 drops around each eye morning and evening. Follow with Intense Triple Moisture 360° Eye Treatment Cream for a more profound, youth preserving effect.

## Featured Actives

- Rheostyl™ UP :** A formula thickening agent with powerful suspension properties that delivers elegant smooth textures for leave-on products.
- IntegriACTIVE FirmLift:** Designed to provide immediate skin lifting and firming properties while simultaneously providing long term intense youth preserving benefits.
- Okinacea®:** A marine alga derived from rice proteins proven to firm the skin and reinforce the integrity of the dermal-epidermal junction (DEJ).
- IntegriMOIST HA 1%:** Integrity's deeply potent skin humectant.
- Jakabix™ NP 5.2:** A 100% natural, broad-spectrum preservative; odorless, light in color and can be used at pH 4-10. Will not degrade foam in surfactant systems, nor cause offensive formula odors.

# MOISTURE FIRM EYE SERUM

Integrity Ingredients - Advancing the “Beauty with a Conscience” Movement

Trade | INCI Names | Certifications | Use Levels

Ingredient Features & Benefits

## Rheostyl™ UP

*Acrylates Copolymer*

Use level: 2 – 5%; as supplied 0.6 to 1.5% active.

- A powerful suspension agent with viscosity and clarity starting at pH 6.5.
- Easy cold process, liquid form with low sheer that creates elegant, light & fresh fluid formulas.
- Stabilizes O/W emulsions, mineral particles & pigments.
- Applications: Skincare, sun care, color cosmetics.

## IntegriACTIVE FirmLift

*Hydrolyzed Rice Protein, Water, Prunus Amygdalus Dulcis (Sweet Almond) Seed Extract*

Use Level: 2 – 10%

- A unique blend of peptides that provide immediate and long-term skin firming and lifting.
- Enhances collagen production to help minimize the appearance of fine lines.
- Stimulates fibroblast growth and improves cellular metabolism for a firmer and brighter complexion.
- Applications: Skin and body care.

## Okinacea®

*Water, Caulerpa Lentillifera Extract, Hydrolyzed Rice Protein*

Ecocert, Cosmos Approved  
Use Level: 1 – 5%

- A marine alga derived from rice proteins that activates Type IV collagen and laminin-5 synthesis.
- Reinforces and enhances skin firmness and the integrity of the dermal-epidermal junction (DEJ).
- Clinical studies show anti-wrinkle activity and a reduction in skin roughness.
- Applications: Skincare.

## IntegriMOIST HA 1%

*Water, Sodium Hyaluronate 1%*

Use Level: 0.5 – 5%.

- Sodium hyaluronate molecule holds up to 1000 x its weight in water to bind moisture to the skin.
- Helps to hydrate and calm the look of redness and irritation.
- Applications: Skin care, Sun care, Body care.

## Jakabix™ NP 5.2

*Bixa orellana leaf extract, Jacaranda mimosifolia flower extract, Kalanchoe pinnata leaf extract, Deoxyribonuclease, Glucose oxidase*

Use level 1 – 3%; 2% recommended.

- A robust, 100% natural, broad-spectrum preservative system – blend of BioZymes™, Botanical Actives and Anti-Microbial blend. Gram-negative, Gram-positive; virus, yeast & mold resistant.
- Will not degrade foaming action of surfactant systems nor cause formula odors.
- Clear, transparent, nearly odorless liquid that functions at a pH range of 4 to 10.
- Works perfectly in an emulsion water phase and is safe for eye and lip applications.
- Applications: All personal care as a stand-alone preservative; no supplemental required.

## Ingredient List – Formula #0620191.5

Water, Hydrolyzed Rice Protein, Prunus Amygdalus Dulcis (Sweet Almond) Seed Extract, Acrylates Copolymer, Sodium Hyaluronate, Caulerpa Lentillifera Extract, Hydrolyzed Rice Bran Protein, Bixa Orellana Leaf Extract, Jacaranda Mimosifolia Flower Extract, Kalanchoe Pinnata Leaf Extract, Deoxyribonuclease, Glucose Oxidase, Panthenol, Dipotassium Glycyrrhizate, Sodium Hyaluronate, Allantoin, Aloe Barbadensis Leaf Juice, Tremella Fuciformis (Mushroom) Extract, Sodium Phytate, Glycerin, Polysorbate 20, Sodium Hydroxide, Parfum

 **Integrity Ingredients Corporation**  
“Your Innovation Partner”

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