

# PHYTOMER

PIONNIÈRE XMF | Reset Eye Fluid



Resets young and fresh-looking eyes in 1 week\*

\* Satisfaction test on 22 volunteers after twice-daily use for 1 month.

## CONCENTRATE OF BIOTECHNOLOGY EYE AREA MULTI-PERFECTOR

PIONNIÈRE XMF Reset Eye Fluid, a concentrate of true biotechnology capable of preparing the eye contour so it regains the appearance of unpolluted skin with fewer wrinkles and more radiance.

### OPTIMIZED RESET ACTION

2 crucial steps to reset beautiful looking eyes:  
1- Reinitialize the appearance of unpolluted skin  
2- Act on the youth and brightness of the eyes

### PANORAMIC EFFECTIVENESS ON THE ENTIRE EYE AREA

After 1 week, dark circles and puffiness are less visible, eyelids are lifted, wrinkles have faded and radiance is revived.

### DIVINE SENSORIALITY

A lightweight emulsion, enhanced with delicate pigments is absorbed in a flash to brighten the eyes.

### REFERENCES

Retail size: 15 ml airless bottle - PFSVV007  
Tester: 15 ml airless bottle - PSSVV007T  
Professional size: 30 ml nozzle tube - PFSVP007  
Samples: 10 x 3 ml tube - PFESV007



## A NEW GENERATION FORMULA

This multi-perfector targets all enemies of the eye contour.

At the heart of this concentrate are 3 advanced ingredients that are active in restoring young and fresh looking eyes:

**ALGORESET** - The programmer for unpolluted skin

**XMF EPS** - The ultimate in marine biotechnology for smoothing wrinkles

**ALGOLIGHT COMPLEX** - A combination of 5 star brightening ingredients

### 1/ ALGORESET, powerful anti-pollution tool

Pollution weakens our skin daily and leads to accelerated aging of the eye area.

Characteristics of polluted skin:

- skin that becomes dehydrated,
- cell viability (ability to survive despite pollutant stress) decreases,
- the activity level of its fibroblasts slows down considerably.

The aim with ALGORESET is to **reset skin as unpolluted**.

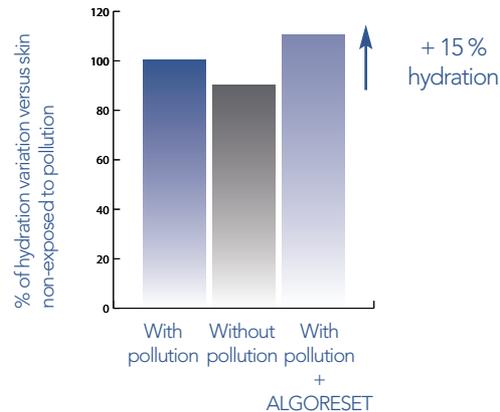
ALGORESET is a high-tech marine complex composed of 2 ingredients: an **Oligofurcellaran** and a **blue microalga**.

- The **Oligofurcellaran** is a marine sugar obtained by an environmentally responsible extraction method. It was selected for its high molecular weight that enables it to form a protective shield on the surface of the skin to prevent dehydration.
- The **blue microalga** is grown in bioreactors and obtained by a 100% green process. Scientists use it for its exceptional depolluting properties.

The originality of this super-powerful complex lies in its mode of action: The Oligofurcellaran creates a protective barrier on the surface of the skin and promotes the diffusion of the blue microalgae extract through the skin.

### 1.1/ ALGORESET rehydrates the skin\*

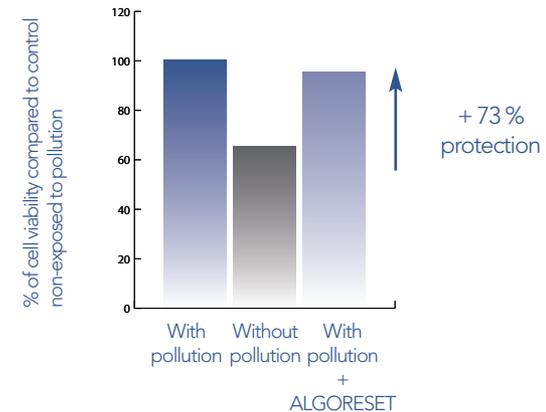
Measurement of the level of hydration by corneometry on skin explants exposed to exhaust gas with and without ALGORESET



ALGORESET stops dehydration induced by pollution and increases natural hydration of the skin.

### 1.2/ ALGORESET ensures good cell viability\*\*

Measurement of the level of cell viability on a culture of fibroblasts exposed to exhaust gas with and without ALGORESET



ALGORESET stops the decline in cell viability induced by pollution and thus maintains more active fibroblasts.

### 1.3/ ALGORESET boosts the level of fibroblast activity\*\*

ALGORESET prevents a decrease in the level of fibroblast activity induced by pollution and ensures better collagen production through increased fibroblast activity.

ALGORESET erases the effects of pollution and resets the skin. Skin feels well hydrated, with good cell viability and an optimized level of fibroblast activity. Thanks to its anti-pollution reset action, it enhances the action of other star ingredients of the formula to be able to release effectiveness on less vulnerable skin, unpolluted skin.

## 2/ XMF EPS\*, the instant and densifying wrinkle smoother

PHYTOMER has extended the scope of its unprecedented XMF EPS ingredient to deliver outstanding results on the youth of the eye contour.

### 2.1/ XMF EPS instantly smooths the skin\*

Deposited on the surface of the skin, XMF EPS creates a natural invisible film that smooths wrinkles within 15 minutes.

#### VISIBLE RESULTS ON THE EYE CONTOUR:

Skin is smoothed out.

### 2.2/ XMF EPS redensifies the skin's support structure\*\*

XMF EPS acts at the heart of the skin by stimulating the synthesis of collagen and elastin fibers and hyaluronic acid. It tenses these fibers to recreate a denser and firmer skin support structure.

#### VISIBLE RESULTS ON THE EYE CONTOUR:

Skin is firm and taut.

## 3/ ALGOLIGHT CVOMPLEX, 5 brightening ingredients

PHYTOMER has introduced this new complex of 5 advanced brightening ingredients: **PALMARIA PALMATA**, **DICTYOPTERIS**, **ONDONTELLA AURITA**, **PIGMENTS** and **PEARLS** for perfect brightening efficacy. It acts on brightening the eye contour to reduce dark circles and puffiness and revive the brightness of the skin in that area.

### 3.1/ ACTION on DARK CIRCLES

- **Palmaria Palmata extract** acts on dark circles caused by congestion of the tissues. It improves microcirculation and promotes decongestion of blood vessels that cause the appearance of dark circles\*.
- **Dictyopteris extract** acts on dark circles caused by hyperpigmentation of the skin. It works to reduce the intensity of skin color\*.

### 3.2/ ACTION on PUFFINESS

- **Odontella Aurita extract** provides an anti-puffiness action thanks to its anti-lipogenesis activity\*.

### 3.3/ ACTION on THE RADIANCE OF THE COMPLEXION

- **Pigments and pearlescent agents** enable an optical reduction of fine lines. They brighten and add sparkle to the eyes.

\* In vitro test on the ingredient



**NEW REFLEX FOR IDEAL  
LOOKING EYES  
DIVINE SENSORIALITY**

- **Fine and lightweight texture**  
that is absorbed in a flash and perfectly suited to  
the delicate skin of the eye contour
- **An emulsion lightly enhanced with pigments  
and pearlescent agents**  
to brighten the eye contour
- **A 100% safe fluid**  
it has been tested under ophthalmological  
supervision and is suitable for sensitive eyes and  
contact lens wearers
- **Fragrance-free formula**  
for optimum tolerance

# PANORAMIC EFFECTIVENESS

## FAST EFFECTIVENESS FROM THE 1<sup>ST</sup> APPLICATION

### SUPER MOISTURIZING

- After 15 min: up to + 94 % hydration<sup>(1)</sup>

### PIONEER TREATMENT

- Leaves the eye area smooth and refreshed 80 %<sup>(2)</sup>

## VISIBLE YOUTH EFFECTIVENESS AFTER 28 DAYS

SIGNIFICANT ANTI-WRINKLE AND SMOOTHING EFFECTS<sup>(3)</sup>

Volunteer n°1



D0

Volunteer n°2



D0



D28



D28

## MULTI-PERFECTION EFFECTIVENESS IN 7 DAYS

PANORAMIC ACTION ON THE ENTIRE EYE AREA

### Under the eye

Decongests puffiness and reduces dark circles

### Above the eye

Smooths and lifts the eyelid

### All around the eye

Revives the eyes

Approved by more than 7 out of 10<sup>(2)</sup> women

## BRIGHTENING EFFECTIVENESS IN 28 DAYS

BRIGHTENING AND REFRESHING EFFECTS<sup>(4)</sup>

Dark circles less visible by an average of 26%

Puffiness less visible by an average of 41%

Eyes revived by an average of 39%

(1)Hydration test by corneometry® on 10 volunteers, partial result on 4 volunteers, average 72%.

(2)Satisfaction test, evaluation by 22 volunteers, results after one application and after twice daily application for 7 days.

(3)Clinical test on 24 volunteers after twice daily application for 1 month, best visual results obtained.

(4)Clinical scoring on 24 volunteers after twice daily application for 1 month.

## PHYTOMER, PIONEER IN MARINE BIOTECHNOLOGY

### PIONNIÈRE XMF Perfection Youth Cream

Smooths wrinkles in 1 hour<sup>(1)</sup>



**Second youth:** smoother, firmer and more radiant skin.

### PIONNIÈRE XMF Radiance Retexturing Serum

Creates a new skin texture in 2 weeks<sup>(2)</sup>



**Better quality skin:** pores are blurred, skin texture is refined, wrinkles are smoothed and the springiness of the skin is improved.

### PIONNIÈRE XMF Reset Eye Fluid

Resets young and fresh looking eyes in 1 week<sup>(3)</sup>



**Panoramic action on the entire eye area:** dark circles and puffiness become less visible, eyelids are lifted, wrinkles are lifted, wrinkles are softened and radiance is enhanced.

(1) Instrumental test on 23 volunteers.  
(2) Satisfaction test on 23 volunteers after twice-daily application for 1 month.  
(3) Satisfaction test on 22 volunteers after twice-daily application for 1 month.  
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