



**INTRODUCING
NEW PLANTSRIPTION™ WRINKLE CORRECTION EYE CREAM
WITH ENCAPSULATED RETINOL**



Origins is proud to expand its most coveted anti-aging franchise with its latest innovation—Plantscription™ Wrinkle Correction Eye Cream with Encapsulated Retinol. This hydrating, plumping eye cream combines powerful plant science with Encapsulated Retinol to help minimize the appearance of three types of lines and wrinkles – fine, under eye lines, crow’s feet, and frown lines. Over time, this new eye treatment works to help skin support its natural fibrillin and collagen to rejuvenate the look of eyes and help restore skin’s youthful look.

Origins has been studying plant chemistry, skin physiology, and naturally derived ingredients to create good-for-skin formulas, since its founding in 1990. To develop this innovative formula, Origins explored different ways to deliver the potent benefits of Retinol, while still being gentle enough for the eye area. Through its research, the brand found that Encapsulated Retinol helps preserve the ingredient’s stability and potency.



In this formula, Encapsulated Retinol works alongside a combination of Plantscription's signature Anogeissus and Acetyl Hexapeptide-8 to help target and improve visible signs of aging around the eyes. 89% of testers said their eye area looked more youthful after just four weeks*. In addition to its visible youth-renewal benefits, Origins new Plantscription™ Wrinkle Correction Eye Cream's velvety-soft formula features an emollient blend of Squalane and Sunflower Seed Oil that instantly melts into skin to help moisturize and smooth the delicate eye area. The formula provides a slow, continuous release for 24 hours.**

**Consumer testing on 142 women after using product 4 weeks.*

***Based on in vitro testing of the product containing encapsulated retinol for 24 hours.*

Encapsulated Retinol

Also known as Vitamin A, Encapsulated Retinol helps encourage cell turnover to provide skin with a healthy, youthful looking complexion. On average each encapsulate is only 15 microns – in a jar, the formula delivers over 490 million Retinol Encapsulates to help combat visible signs of aging.

Anogeissus

Featured throughout the Plantscription™ franchise, Anogeissus is traditionally known in Africa for its revitalizing properties. The bark of the Anogeissus tree possesses anti-aging properties that help skin maintain its natural fibrillin, a key component that supports skin's youthful look.

Acetyl Hexapeptide-8

A potent peptide used in skincare to help skin support its natural collagen to minimize the appearance of wrinkles.

NEW CLAIMS / CLINICALS:

- 93% said skin around the eyes felt moisturized*
- 90% said it reduced the look of fine lines in the eye area**
- 89% said it diminished the look of wrinkles between brows***

**Consumer testing on 142 women after using the product once*

***Consumer testing on 128 women, after using the product for 4 weeks*

****Consumer testing on 111 women after using the product for 8 weeks*

Ingredient and Packaging Sustainability:

Origins Plantscription™ Wrinkle Correction Eye Cream is vegetarian* and 90% naturally derived**. We formulate without parabens, phthalates, formaldehyde, petrolatum, paraffin, diethanolamine (DEA), polyethylene beads.

** Free of animal derived ingredients except cruelty free honey and beeswax*

***Using ISO 16128 Standard, from plant, non-petroleum mineral, and/or water sources.*



By choosing to package our new Plantscription™ Wrinkle Correction Eye Cream in recyclable glass, we can save the equivalent in weight of 5 plastic water bottles per jar*

**Savings per jar, calculated based on the average weight of a 500ml plastic water bottle).*

Usage:

Gently pat in a small amount on crow's feet, between the brows, and under eye. For the first 2 weeks, start by using once at night, 3x a week and steadily increase to 2x a day as skin builds tolerance.

Use sunscreen and limit sun exposure while using and the week after.

Tip: A little goes a long way, so Origins recommends using half a pea-sized amount or less.

Availability:

New Plantscription™ Wrinkle Correction Eye Cream is available for 15ml SRP €59 at newpharma.be, iciparisxl.be and origins.eu.

Media Contacts:

Marie Wauters: mwauters@be.clinique.com, +32 2 716 85 06