



Do you or someone you know have under eye circles, dark eye circles or puffy eyes?

Below is a brief study on Under Eye Circles, Under Eye Darkness, Bags and Puffiness for your review.

WHAT CAUSES UNDER EYE CIRCLES AND UNDER EYE DARKNESS?

Under eye circles are caused from stress, smoking, exhaustion, hormonal changes, pregnancy, bad diet, and heredity. Under eye circles can also be caused from allergies. If you have chronic bluish, purple under eye circles, check with your doctor to make sure it's nothing serious. Dark under eye circles and under eye darkness can be caused by some of the above as well as uneven pigmentation or sun damage. Covering up under eye circles and concealing dark circles require different concealers, depending on the problem.

Dark Circles Under The Eyes Are Contributed To...

AGE

As you grow older dark eye circles become more noticeable and permanent if you have proneness to under eye circles or dark eye circles. You can conceal dark eye circles under your eyes with a good under eye concealer product.

As we age, our skin loses moisture causing the skin to become dry and wrinkled. As a result, the veins in the lower eye area appear more prominent. This results in dark circles under the eyes. There are many factors that lead to dark eye circles.

ALLERGIES

During the allergy season pronounced under eye darkness can appear for some people. Scratching and rubbing the skin can cause under eye circles since it brings blood to the surface of the skin. Skin

sensitivities to hair, eye, and skin care products can produce dark eye circles. Food allergies can also cause under eye circles.

FATIGUE, LACK OF SLEEP

Dark circles under the eyes will readily appear due to lack of sleep or excessive tiredness. This causes paleness of the skin and increased visibility of under eye circles. Sleep deprivation is one of the most prevalent reasons for under-eye circles. Lack of sleep results in an increase in stress hormones, like cortisol, which can lead to health problems and swelling that creates those dark eye circles. Skin is healed during deep-wave sleep, thanks to increased circulation to the face. Sleeping with your head slightly elevated is the best idea for dark eye circles.

HEREDITY

Yes, dark eye circles are typically inherited. The skin under the eye is very thin and when blood passes through the large veins close to the surface of the skin, it produces a bluish tint which enhances the look of dark eye circles.

MEDICATIONS

The skin under the eyes is very delicate, therefore medications that you take that cause blood vessels to dilate, can cause dark eye circles.

NUTRITION

The lack of a balanced diet or nutrients in the diet, can contribute to the dark appearance of the area under the eyes, causing under eye circles.

PREGNANCY and MENSTRUATION

Underlying veins under the eyes becomes more visible, since the skin becomes paler during menstruation and pregnancy, which increases the appearance of under eye circles.

SUN EXPOSURE

Increased exposure to sunlight especially causes a higher level of skin pigmentation under the eyes. This increase in pigmentation will increase dark eye circles or under eye circles.

Under eye bags and puffiness

Bags and puffiness can be caused by water retention and most commonly is a deposit of fat that settles right under the eyes.

Techniques to camouflage under eye bags and puffiness. To diminish a “puffy” or fatty deposit of the under eye area, choose a darker color tone (one or two shades) of your foundation and apply directly on “the puff”. Underneath “the puff” or bag, is a dark line. Fill in the area with a lighter color. The *Everything Pencil* is perfect for this task, or take a small brush with crème concealer. Do this over your foundation, then powder lightly to rid of any shine. You are creating an illusion which diminishes the

look of “the puff” of the bag, making it look like a flatter area. Take the *Everything Pencil* everywhere you go and touch up during the day. If you have light discoloration under your eyes, the pencil may be all you need. It also gets into fine lines and is perfect for the inner corner eye, where it is always darker. It is opaque enough to cover up very dark circles, but creamy enough for the under eye area and it will stay put all day. Don't forget to neutralize your eyelids as well, for they can be full of spider veins that come through on this delicate skin area.

Important: Check your lighting and don't forget your eye crème.

There are many formulations of concealers on the market today that will cover up all different under eye problems. We offer cosmetic solutions...make-up does matter! The right consistency concealer, the right color, the right technique, will create the right results.

In our 30 years in the corrective make-up business, the number one challenge of most women, (as well as men) are under eye circles, under eye darkness, under eye bags, puffy eyes, and all under eye discolorations. Judith August Cosmetics has been dedicated to help conceal dark eye circles under your eyes and cover up dark eye circles under your eyes through the development of under eye concealer products. See the story of Judith August, “a former New York model” and how she found a personal need for under eye concealer products in order to continue her career.