

# DECORTÉ

## Introducing DECORTÉ Liposome Advanced Repair Eye Serum A Breakthrough Inspired by 39 Years of Liposome Research

March 2023



DECORTÉ launches an innovation in the eye category with **Liposome Advanced Repair Eye Serum** inspired by 39 years of Liposome research. With this new eye serum, our laboratories in Japan have developed an industry first with a breakthrough new double capsule formula that took 8 years to develop. The formula features the brand's proprietary multilamellar bioliposomes with a new capsule, the nano bicelle, that shows exceptional penetration of the delicate skin in the eye area. There are 1.6 trillion of these concentrated double capsules in each drop.

In 2014, DECORTÉ started research on the development of bicelles used in the medical field to see if they could be applied to cosmetics. After establishing a method to make bicelles, DECORTÉ developed unique ceramide containing nano bicelles that adhere closely to the skin in this area that tends to move regularly due to blinking and facial expressions. They consisted of a bilayer of phospholipids, which are biological components, and are 0.02 to 0.07 microns in size. The team at the labs then decided to push the envelope even further in 2020 to see if the liposome and bicelle technology could live together in one formulation. This objective was incredibly challenging since both nano-size structures are so fragile. After 110 formulas, the perfect composition ratio of ingredients was reached to ensure liposome-based stabilization of nano bicelles and the development of a double capsule ideal for the skin around the eye area.

With more stress in our lives, prolonged use of smartphones, lack of sleep and daily makeup application, our eyes need a lot of care. The skin in the eye area is thinner than any other area of the skin on the face for example 1/3 the thickness of the cheeks. It is an area with few sebaceous glands and low barrier function making it very susceptible to dryness and dullness. **Liposome Advanced Repair Eye Serum** helps to bring back a youthful expression to the eye area and helps reduce puffiness, dark circles, as well as fine lines and wrinkles.

### Key Benefits:

- 24-hour moisturization with a single use and improves moisture retention capabilities in 3 days.
- Reinvigorates and soothes the fatigue around the eyes instantly. Helps protect the skin from external stressors.
- Helps firm and repair skin around the eye area due to wrinkles, dark circles, puffiness, and saggy skin.

### Key Ingredients:

- Polysaccharides - Highly moisturizing; help to improve barrier function.
- Ceramides - Help to rejuvenate skin, minimize the appearance of fine lines and wrinkles, and prevent moisture loss.
- Shirakaba Water - Tapped from the white birch trees in Hokkaido region of Japan, this signature ingredient rejuvenates the skin with revitalizing minerals and amino acids.
- Alteromonas Ferment - Found in deep areas of sea water, it helps revitalize skin and promote cellular turnover.
- Hydrolyzed Rice Leaf Extract - Helps stimulate collagen production and firm skin around the eyes.
- Okra Fruit Extract - Helps to reactivate skin's own natural hyaluronic acid production.
- Purple Rice Bran Extract - Rich in antioxidants to help restore brighter complexion.

### The Packaging:

The unique design not only embodies beautiful form but also incredible functionality. Environmentally friendly glass bottle and a resin dispenser. The top of the bottle which is made of metal can be used as a massage tool to pair with the eye serum.

### About DECORTÉ:

DECORTÉ, the global prestige cosmetics brand from KOSÉ Corporation, is Japan's best-kept beauty secret. Beloved by millions, the brand embodies the best of Japanese beauty, emphasizing superior technology, sensorial textures, and radiant beauty. In 1970, Kozaburo Kobayashi founded DECORTÉ with a vision to create extraordinary products achieved by balancing art and science with tradition and innovation. The laboratories is a pioneer in cutting-edge dermatological research and skincare technologies incorporating regenerative medicine to achieve remarkable results.

MSRP and Availability: \$70.00  
[www.decortecosmetics.com](http://www.decortecosmetics.com)

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