

OUR PRODUCT MARKETING GROUP SAYS:

The eyes tend to be among the first to show visible signs of fatigue stress and sun damage. So everything from dark circles to puffiness to fine lines and wrinkles are there staring back at the world. A proper eye cream can work wonders and should be an essential part in any man's skin care routine.

Immediately hydrates
and helps to firm the
look of skin around
the eyes



Dramatically minimizes
the appearance of fine
lines and wrinkles

Soothes, brightens and
instantly smoothes skin
around the eyes

MKMEN® GROOMING 101: WHY SOAP AND WATER JUST ISN'T ENOUGH:

Eye cream is a man's best friend- It gets those wrinkles and fine lines under control where they often appear first.

MKMEN® SKIN CARE POWER STATEMENT:**Smoothed. Soothed. Protected. Clean Face Solutions for Every Man****BENEFITS AND CLAIMS**

To confirm just how effective MKMen® Advanced Eye Cream really is, we asked men to try it out in an independent consumer study*. Not only did they say it soothes, brightens and instantly smoothes skin around the eyes, but here's what else they said:

- It reduces the appearance of dark circles and puffiness
- Tired eyes look revived
- It revitalizes dull and fatigued skin
- Skin around the eyes feels refueled
- Skin feels moisturized all day
- It restores the look of younger skin

*Results reported during a three-week independent consumer study.

THIS PRODUCT IS PERFECT FOR MEN WHO:

- Current MKMen® Skin Care customers
- Women who buy skin care products for the men in their life

THE SCIENCE BEHIND THE PRODUCTS

- This lightweight, oil-free cream contains skin conditioners, immediately hydrates and helps firm the look of skin around the eyes.
- It dramatically minimizes the appearance of fine lines and wrinkles.

APPLICATION INSTRUCTIONS

- Apply morning and night with ring finger after MKMen® Advanced Facial Hydrator Sunscreen SPF 30*.

*Over-the-counter drug product

YOU MAY ALSO LIKE:

- MKMen® Advanced Facial Hydrator Sunscreen SPF30*
- MKMen® Shave Foam
- MKMen® After-Shave Cooling Gel
- MKMen® Daily Facial Wash

CHARACTERISTICS

- ✓ Ophthalmologist tested
- ✓ Clinically tested for skin irritancy and allergy
- ✓ Hypoallergenic
- ✓ Oil-free
- ✓ Non-comedogenic
- ✓ Suitable for all skin types
- ✓ Suitable for contact lens wearers

USE UP RATE

Approximately 3 months

*Over-the-counter drug product