

ANEW®
AESTHETIC INNOVATION

EYELIXIR

ADVANCED PERIOCLAR REGENERATION

Science. Safety. Confidence.



A clinically inspired solution
for the delicate eye contour.

MECHANISM-BASED ACTION

ANEW EYELIXIR works through a multi-target approach designed to improve periocular appearance progressively and safely.

 Support of microcirculation	 Stimulation of lymphatic drainage	 Reinforcement of dermal structure	 Protection of the skin barrier and hydration
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KEY ACTIONS

- Decongesting and draining effect
- Improved microcirculation
- Deep hydration without heaviness
- Fine line modulation
- Brighter, fresher, more rested appearance



“The eyes are the first thing that captures our attention when we look at a face and define its uniqueness.”



CLINICAL RATIONALE

The periocular area is characterized by extremely thin skin, high vascular density, and limited lymphatic drainage. These anatomical features make it particularly prone to **dark circles, puffiness, fine lines, and early signs of fatigue and aging.**

ANEW EYELIXIR has been specifically developed to act on the key pathophysiological mechanisms involved in periocular aging, combining targeted functional actives with high skin tolerability.

KEY FUNCTIONAL ACTIVES

CAFFEINE

Supports periocular microcirculation and promotes fluid drainage. Contributes to the visible reduction of puffiness and fatigue-related dark circles.

HESPERIDIN METHYL CHALCONE

Provides vasoprotective and antioxidant activity. Helps strengthen capillary resistance and reduce under-eye discoloration, improving skin tone uniformity.

PALMITOYL TETRAPEPTIDE-3

A biomimetic peptide that supports dermal matrix integrity. Helps improve skin elasticity and firmness while smoothing fine lines in the periocular area.

HYDROLYZED YEAST EXTRACT

Supports skin regeneration and vitality. Enhances resistance to oxidative stress and improves the quality of delicate periocular skin.

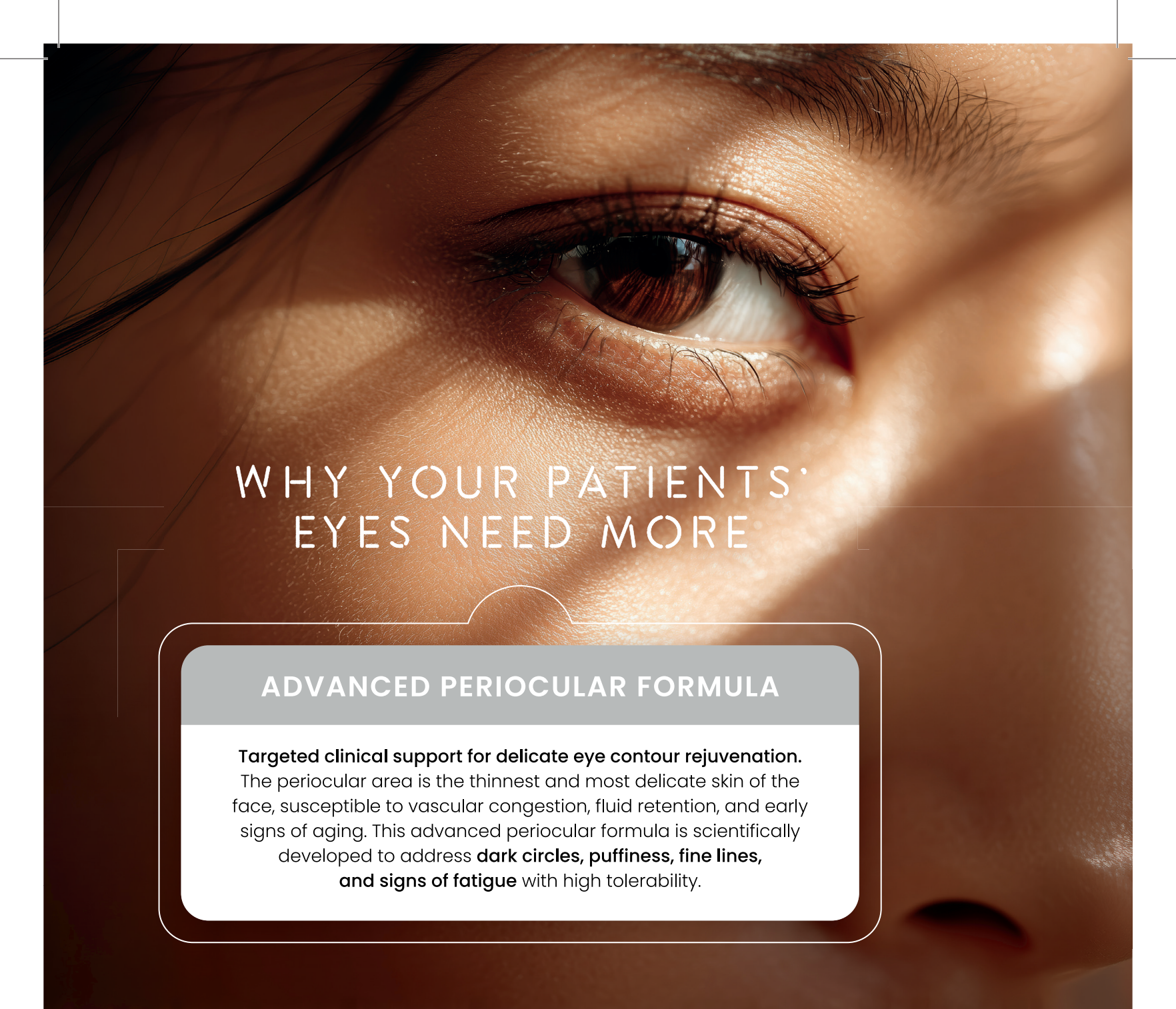
GLYCOLIPIDS

Help reinforce the skin barrier and improve skin texture. Contribute to optimal hydration and a smoother periocular surface.

DIPEPTIDE-2

Supports lymphatic drainage mechanisms. Helps reduce fluid accumulation and improves periocular contour definition.





WHY YOUR PATIENTS' EYES NEED MORE

ADVANCED PERIOCCULAR FORMULA

Targeted clinical support for delicate eye contour rejuvenation.

The periocular area is the thinnest and most delicate skin of the face, susceptible to vascular congestion, fluid retention, and early signs of aging. This advanced periocular formula is scientifically developed to address **dark circles, puffiness, fine lines, and signs of fatigue** with high tolerability.

90%

90% of first aging signs appear around the eyes — now you can fight them at the source.

50%

Starting at the age of 30, more than 50% of women — and a significant percentage of men — become concerned about under-eye hollows and dark circles.

A NEW ERA OF PROFESSIONAL

PERIORBITAL REJUVENATION

Anew Eyelixer is a sterile, professional-grade formula acting on all causes of dark circles and puffiness — vascular, structural, and pigmentary.



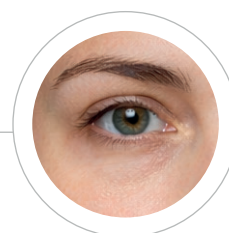
**FADES DARK
SHADOWS**



**DECONGESTS
PUFFINESS**



**FIRMS AND
SMOOTHS SKIN**



**RESTORES
RADIANCE AND
VITALITY**

See your patients' eyes awaken
— luminous, fresh, confident.



+ SCIENTIFIC SUPPORT

The functional ingredients included in ANEW EYELIXIR are supported by scientific literature demonstrating their role in improving periocular microcirculation, lymphatic drainage, skin hydration, and dermal structure.

Selected references available on PubMed include studies on caffeine, hesperidin methyl chalcone, biomimetic peptides, and yeast-derived extracts supporting periocular skin improvement.

PURITY YOU CAN FEEL.
PERFORMANCE YOU
CAN MEASURE.

TECHNOLOGY & SAFETY

Sterile vial system — preservative-minimized

pH 7 ± 1 , safe for the peri-orbital area

Fast absorption, no residue

Developed in pharmaceutical-grade cleanroom

RECOMMENDED PROFESSIONAL PROTOCOL:

1 session
every 2 weeks

Combine with
microneedling

6–8 week
cycle

Performance meets precision.
Confidence meets radiance.



CLINICAL EVIDENCE & PROTOCOL

Visible results, measurable confidence

FOUR LEVELS OF CORRECTION FOR A BRIGHT, AWAKE LOOK

- 1 > **Pigment Regulation**
– Brightens uneven tone
- 2 > **Vascular Support**
– Improves capillary integrity
- 3 > **Lymphatic Drainage**
– Reduces swelling
- 4 > **Structural Renewal**
– Boosts collagen & smoothness

FROM SHADOWED
TO SHINING — YOUR
EYES, REBORN.

RESULT

With regular application, the periorcular area appears brighter, smoother, and more rested, with progressive improvement in puffiness, dark circles, and signs of fatigue.



+20%

skin hydration
in 4 weeks

-15%

puffiness in 1
month

95%

of users report
fresher, brighter
eyes

THE SCIENCE OF BEAUTY

BECAUSE YOUR PATIENTS DESERVE
THE EXTRAORDINARY

Anew Eyelixir redefines professional eye care with a perfect union of science, elegance, and safety. Developed for doctors and aesthetic professionals seeking visible, reproducible results.
Beauty through science.



SCIENTIFIC REFERENCES (PUBMED)

1 – Martinez, R. M. et al. Topical hesperidin methyl chalcone inhibits oxidative stress and inflammation in skin. Photochem Photobiol Sci. 2016 Apr;15(4):554–63. **2** – Ahmadraji, F. et al. Evaluation of caffeine-based eye pads showing anti-dark circle and wrinkle improvement. PubMed PMID: 25625116. **3** – Rajabi-Estarabadi, A. et al. Multicorrective topical treatment demonstrates improvement in infraorbital darkness via reduced microvascular congestion. PubMed PMID: 38112168. **4** – Yang, F. et al. Peptide complexes stimulate collagen and elastin production with clinical improvements in elasticity and hydration. PubMed PMID: 38932444. **5** – Nobile, V. et al. Clinical efficacy of a cosmetic periocular product in improving appearance of the periorbital skin. PubMed PMID: 36601463. **6** – Hamie, H. Review of eye cream ingredient efficacy including hydration and elasticity benefits. PubMed PMID: 38873621.

**ANEW AESTHETIC
INNOVATION LTD**
www.anew.it

39 Dimofontos, 3rd floor,
Flat/Office 301
1075 Nicosia, Cyprus

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