

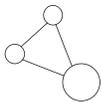
# lucim™

## Bright Eyes Serum



### VISIBLY BRIGHTEN AND ILLUMINATE

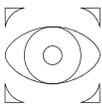
Bring back the twinkle with Lucim™ Bright Eyes Serum, which visibly brightens dark circles and smoothes the appearance of fine lines and wrinkles with brown seaweed extract, Kakadu plum extract, caffeine and hyaluronic acid.



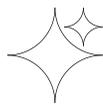
DERMATOLOGIST  
TESTED



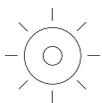
SEAWEED EXTRACT



OPHTHALMOLOGIST  
TESTED



YOUTHFUL RADIANCE



BRIGHTENING  
PROPERTIES



VISIBLY SMOOTHES  
FINE LINES

### RADIANT RESULTS

Experience the world's most potent form of Vitamin C: Kakadu plum. This unique, nutrient-rich fruit extract native to Australia combines with caffeine and hyaluronic acid to visibly brighten skin while reducing the appearance of fine lines and puffy, dark circles around your eyes.

### GET GLOWING

A patent pending seaweed extract (*Fucus vesiculosus*) is scientifically proven to show visible reduction in puffy, dark circles, wrinkles and fine lines around your eyes in just two weeks.



CRUELTY  
FREE



MADE IN  
THE USA



VEGAN



NON  
GMO

## YOUR SOLUTION FOR:

- Visibly reducing fine lines and wrinkles
- Reducing the appearance of puffiness and dark circles
- Fighting visible signs of aging

## USAGE:

In both the AM and PM, roll on to clean, dry skin on the upper and lower eye areas. Allow the serum to fully absorb before applying additional serums or creams.

## THE ACTIVES:

Seaweed extract, Kakadu plum extract, caffeine and hyaluronic acid.



## FREQUENTLY ASKED QUESTIONS

### WHAT IS THE PURPOSE OF A SERUM?

A serum is a product you apply to your skin after cleansing and before moisturizing to deliver active ingredients directly into the skin. Serums contain a concentrated amount of active ingredients, which is higher than your average moisturizing creams. Known for their effectiveness, they're often added to a skincare routine to address specific skincare concerns.

### WHAT TIME OF DAY SHOULD I USE BRIGHT EYES SERUM?

We formulated Bright Eyes Serum to use both day and night.

### CAN I USE BRIGHT EYES SERUM WITH OTHER LUCIM PRODUCTS?

Yes! In fact, we designed Bright Eyes Serum to provide the best results when used along with other Lucim products for a complete skincare regimen.

### HOW DO I USE BRIGHT EYES SERUM?

After cleansing your skin, gently roll on an even layer on the upper and lower eye area. For best results, apply twice daily to the skin at the top of the cheek bone which begins the orbital socket; apply outward toward crow's feet at your temple. Do not rub into skin. Instead, allow it to absorb naturally.

### DO YOU TEST ON ANIMALS?

No. All Lucim products are Leaping Bunny certified cruelty-free by Consumer Information on Cosmetics (CCIC).

### HOW SHOULD I STORE BRIGHT EYES SERUM?

We recommend storing it in a cool, dry place below 25°C and out of direct sunlight.

### HOW LONG WILL BRIGHT EYES SERUM LAST?

With daily use, the product should last up to one month.