



Dear Paula,

Just this morning I received an email advertisement from Chanel. It states the following: “I use the same moisturizer around my eyes as I do on my face”, then the ad counters that statement with “Not only is the skin around the eyes thinner and more susceptible to dryness than other areas of the face, it has specific needs beyond moisture, including de-puffing and diminishing under-eye circles.” There is more to the ad (which is promoting a new eye cream) but you get the idea. I know you've stated that eye cream is not necessary but this ad sounds so convincing as to why eye creams should be used. Is there an ingredient that can help with de-puffing and under-eye circles?

Jeanie, via email

Dear Christine,

Dear Jeanie,

Great question! Ads like this are precisely how the cosmetics industry keeps countless women convinced beyond a doubt that eye creams are necessary when without question they aren't. Puffy eyes and dark circles are common complaints, and the cosmetics industry is rife with products claiming to alleviate them—but if any of them worked, who would complain about dark circles or puffiness? Companies like Chanel may include plant extracts with anti-inflammatory properties in their eye creams, and they argue that these plants reduce puffiness. While anti-inflammatory ingredients are great for the entire face, there is no research showing those ingredients change dark circles or puffiness (puffy eyes are mostly caused by allergies or fat pads that have protruded through lax muscle strands). A well-formulated face product can absolutely be used around the eyes. What Chanel doesn't tell you is that their eye product is packaged in a jar so those



anti-inflammatory ingredients won't stay stable and it also contains fragrance chemicals which can irritate skin and cause collagen to break down and makes eyes puffy. Chanel's formula isn't special in any way, you end up getting get half as much yet are asked to pay twice as much for a product that can't live up to its claims.

Bottom line: The eye area needs the same beneficial ingredients as the rest of the face. What it doesn't need are add-ons like fragrance and coloring agents, which Chanel is all too fond of including in almost all of their products, though most of their eye creams omit fragrance. Moisturizers do not have to be labeled as a “eye cream” to be great for the eye area. For more information on what makes a state-of-the-art moisturizer, [click here](#). For a list of Paula's Choice moisturizers that work beautifully around the eyes, [click here](#).