**Lighten Up**

*Under Eye Brightener*

**Key Selling Point:**
Nourish and brighten the sensitive skin under the eyes.

**About**

Lighten Up is an under eye primer that immediately erases any signs of fatigue, splotchy skin and the appearance of dark circles with a few magic strides.

**Audience**

Anyone looking to reduce the appearance of dark circles and splotchy skin near the delicate eye area.

**Cross Sells**

- **Eye Witness** – Reduce the appearance of puffiness and dark circles with this skincare companion to Lighten Up.
- **Conceal Away Duo** – Cover dark circles and imperfections with this smoothing and color-correcting concealer.
- **Heavenly Sheen** – Add shimmer to any Eyesilk shade and keep color in place all day.

**Words to Say**

Skin under and around the eye is the most delicate and is more likely to show skin concerns like fatigue, discoloration and aging. By adding Lighten Up to your makeup routine, the skin under eye is brighter and its smoothing and tightening properties prime the eyes for concealer application. You can also use Lighten Up as an eye primer to even out skin tone and tighten skin around the eye area. If you have trouble with your makeup application because of dark circles, puffiness and splotchy skin tone around the eyes, all you need to do is Lighten Up! It’s formulated for all skin types and for anyone who wants instant radiance, luminosity and lift.

**Application**

Apply underneath the eyes before your concealer and after your eye serums and Eye Witness. May also be used on the lids as an eye primer.

**Price**

$36.00 USD / $42.00 CDN