



CLEARLY YOU

The Clearly Aesthetics Newsletter



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Welcome to the Clearly Aesthetics June Newsletter

Welcome to "Clearly You," the monthly newsletter for Clearly Aesthetics!

Each month, the Clearly Aesthetics team will bring our clients the latest news and trends about skincare direct to their inboxes. All our best tips and tricks to keep your skin looking and feeling its best are included in each information-packed issue.

Our July 2022 issue includes the following articles:

- UPNEEQ® Eye Drops for Droopy Eyes
- 4 Quick Fixes for Tired Eyes
- Summer Eye Makeup Trends



About Clearly Aesthetics

Clearly Aesthetics is owned and operated by Dawn Burt, a skincare professional with more than a decade of experience in the industry. A licensed RN, she received her Cosmetic Nurse Injection training in Atlanta. Dawn specializes in IV therapy and previously has worked in cardiac care units and in the home health field. She brings a passion for aesthetics to her patients, providing superior service at every visit. Ask Dawn how she can fulfill your skin care needs today!

UPNEEQ®: A Different Kind of Treatment for Droopy Eyes



Droopy, sagging eyelids can make your face look tired. As we age, our bodies produce less collagen – the protein that plays a vital role in the structure and functioning of our skin. Once [collagen production](#) begins to slow down, it can be normal for the skin around our eyes (and everyone else on our bodies) to lose its elasticity.

If you're unfortunate enough to have [ptosis](#), your droopy eyelids also can affect your vision by making you see double or blurring everything in your line of sight.

Eyelid lift surgery was one of the only ways to correct slumping eyelids. Until now.

The U.S. Food and Drug Administration (FDA) recently approved a prescription eye lifting drop called UPNEEQ®. While you're not going to see the same kind of dramatic results you get with plastic surgery, you can experience about 1 mm of lift in your upper eyelid after just one use. It's enough to make a noticeable difference.

How does UPNEEQ® work?

UPNEEQ®'s secret ingredient is oxymetazoline. It's the same ingredient found in products like Visine and even Afrin nasal spray. It works by contracting the Mueller's muscle, located in the back of your eyelid. Your eye will appear wider and more open. Oxymetazoline also constricts your blood vessels, so the whites of your eyes appear brighter.

Most people need 1 drop in each of the affected eyes daily. However, everyone is different. We work with our clients to determine the ideal dosage for the best results.

Who created UPNEEQ®?

These innovative eyedrops were created by RVL Pharmaceuticals, an eye care and medical aesthetics company based in New Jersey. RVL received FDA approval for UPNEEQ® in 2020. It's the first and only FDA-approved ophthalmic solution for treating droopy eyelids.

In a press release announcing the approval of its prescription drug treatment, RVL said, "Despite its prevalence, we

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believe low-lying eyelids have historically gone overlooked and undiagnosed due to the absence of non-invasive treatment options. We continue to build momentum in eye care, and early feedback from our Ambassador Program within medical aesthetics has been encouraging, and excitement continues to build as we expand our educational efforts in this channel.”

How long does UPNEEQ® last?

Just one drop daily was effective for up to six hours during clinical studies of UPNEEQ®. It's important to note that UPNEEQ® is not a cure for droopy eyelids. You also can't use it liberally throughout the day. You must follow the recommended dosage and usage guidelines as prescribed.

Does UPNEEQ® have side effects?

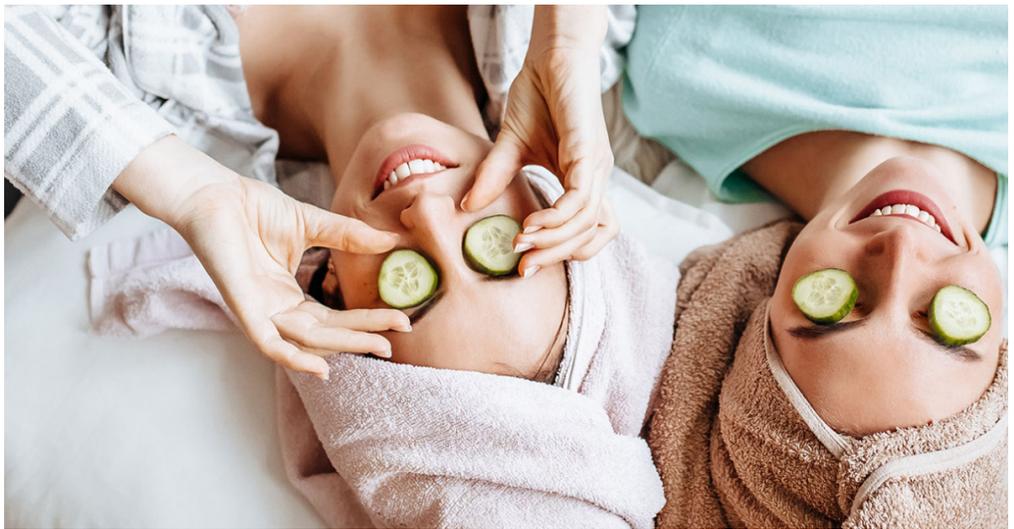
Yes, but most are mild and temporary. You may experience blurred vision, dry eye, irritation, and stinging after using UPNEEQ®. If any of these side effects last or worsen, you should let us know immediately.

UPNEEQ® is meant to act as a band-aid and not a long-term solution to droopy eyes. If you use it too often or for too long, you may suffer from rebound redness.

Who should use UPNEEQ®?

Anyone with mild, moderate, or severe eyelid sagging can use UPNEEQ®. You will want to talk with your doctor first to make sure UPNEEQ® won't interfere with any other prescription medications you're taking. Because UPNEEQ® can affect amine metabolism and blood pressure, it should be avoided if you're currently using:

- Anti-hypertensive medications.
- Beta-blockers.
- Cardiac glycosides.
- Monoamine oxidase inhibitors.



4 Quick Fixes for Tired Eyes

Too many late nights out with friends. Enjoying nature with an outdoor excursion that lasts a little too long when the pollen counts are high. These are just two of the reasons why you might be sporting some raccoon eyes.

The eyes don't lie. If you're exhausted, they're the first tell-tale sign.

If you're not ready to embrace the bags – or enter the land of denial and pretend they don't exist – there are some things you can do to get immediate relief. You can brighten up your skin and reduce puffiness with these 4 quick fixes for tired eyes.

Fix 1 – Enjoy tea time

The caffeine in black and green tea can help minimize dark circles by [narrowing](#) your blood vessels. If your eyes are more irritated than bluish in appearance, you can try rooibos (red) tea or some chamomile. Here's how it works.

- Steep two tea bags of your choice in a mug of boiled water for 2 to 4 minutes.
- Remove the tea bags from the water and press out the excess water.
- Let the tea bags cool to room temperature.
- Rest the tea bags over your closed eyes for up to 15 minutes.

Never leave tea bags on your eyes for more than 30 minutes for the best results.

Fix 2 – Get a cucumber

Vitamin C and folic acid are a super duo when dealing with puffy, irritated eyes. Cucumbers are naturally high in both. Get

yourself a cucumber and cut off two half-inch slices. Lay down somewhere comfortable and place one slice over each of your closed eyelids. Leave them on for about 15 minutes.

Fix 3 – Massage your eyes

Massage works wonders for the entire body by encouraging [lymph drainage](#). You can perform a “tap massage” around your eyes to help them look refreshed. It's super easy to do. Just tap your index and middle fingers in a gentle circular motion around your sockets and across your brows and cheekbones. Doing so can even out your skin tone and reduce inflammation.

Fix 4 – Apply an eye cream

Eye creams can work wonders for tired eyes. Some of the best ingredients to look for in eye creams include:

- Caffeine for combatting dark circles and puffiness by temporarily increasing blood flow to the area.
- Hyaluronic acid provides super hydration to the skin around your eyes, helping it to look less dull.
- Niacinamide is a form of vitamin B-3, which brightens your skin and helps tired eyes look less fatigued.
- Retinol and peptides stimulate collagen and thicken your skin, making undereye blood vessels less prominent while firming up your skin.

Need help finding the perfect under-eye cream? [Talk](#) with a member of our team and we can help you choose a solution that works best for your needs.

Summer Eye Make-Up Trends That Turn Heads

It may be 2022, but the 80s are making a comeback – at least according to the hottest summer eye makeup trends. From frosted eyeshadows to thin brows, some of the best tricks and techniques from four decades ago are front and center and guaranteed to turn heads. One of the best things about these looks returning is they look absolutely stunning on anyone.

Trend #1 – Bright-colored eyeliner

Hot weather can cause your makeup to melt – literally. While less may be more, there's no reason why you can't include a pop of color. The eyes are the perfect opportunity to capitalize on this trend without the risk of having smeared makeup by the end of the day.

Bright-colored eyeliner is an easy way to try out this summer makeup style. Use it on the lower lids, upper lids, or both, to create a subtle color explosion.

Trend #2 – Frosted eyeshadow

Frosted eyeshadow was one of the best things about growing up in the 80s. Icons like Madonna, Imam, and Christy Brinkley did it best. Now, you can indulge in this eye makeup trend all over again by grabbing your favorite colors and giving them a go. The best thing about frosted eyeshadow is there's no right or wrong way to use it. Apply it above or below your eyelids for a fun and flirty look.

Trend #3 – Thin eyebrows

Thin eyebrows were a controversial trend the first time around. It hasn't stopped them from making a huge comeback this summer. If you decide to try it, don't go crazy with your tweezers. Instead, work with a trusted makeup artist or another beauty expert to achieve the right amount of thinness to complement your facial features.

Trend #4 – Lower lash lines

Giving yourself wings can be a fun and flirty look for the summer months. It's super easy to create with some eyeliner, eye-shadow, or even glitter. Choose the color and product you desire and give it a go. It may be non-traditional, but it's also an effective way to refresh your eyes and make them pop.



UPNEEQ®

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45-day supply
for \$200



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