



eyetitude.com



[Brand Story](#)

[Brand Values](#)

[Products](#)

[Competitive Research](#)

[Giving Back](#)

[“As Seen in” Media](#)

[Certifications & Associations](#)

[Trade Shows](#)

[Contact](#)

Brand Story

A woman with long, wavy blonde hair is smiling and gesturing with her hand. The image is overlaid with a blue tint.

 *Eyetitude*

Introduction



Focused on EyeZZZ

Eyetitude was born out of my obsession with finding ingredients to address my own eye area lines, puffiness and dark circles. I wanted to use clinical level ingredients that were safe; combining the best in botanicals and good synthetics, while still maintaining neutral PH levels and absorbability. Eyetitude has fulfilled that obsession. I'm excited to be able to share these specially formulated products with so many people that have had the same issues but just haven't been able to find the right products to address them.

Please reach out if you're unsure which products you should use, as well as how often and when. I love seeing great results so please send me your fabulous before and afters!

PreZerve the skin you're in and Enjoy!

Tricia Morris

Tricia@Eyetitude.com

Who We Are

At Eyetitude our focus is biocompatible eye area skin care made with ingredients that repair, replenish and protect. Our philosophy is to combine science with nature, using cutting edge formulas that are clinically proven – mixing only the best in healthy botanicals and synthetics.

Through our holistic approach we maintain a firm commitment to using only the "good," without all the "bad" and continually care for the most delicate part of the face to ensure you look and feel your best.



What does
Eyetitude mean?

Everything
Good For Eye
Rejuvenation





It's a combination of "eye" and "attitude," creating a word that for us means "the windows to the soul." The eyes always reflect what's going on inside and is always where we connect to each other.



The lotus flower in the middle of our eye logo symbolizes purity, renewal and beauty, representing our products. The lotus flower, like the eye, closes at night and awakens with the dawn of each new day.



Why only eye area skin care?

The eye area is the most delicate and fragile area of the face and requires different formulations for effectiveness compared to products used on other parts of the face.

By focusing only on the eyes, we are not distracted by production of other products, meaning eye area skin care is not an after thought for us as it often is with many skin care companies.

Brand Values

Clean

Cruelty Free

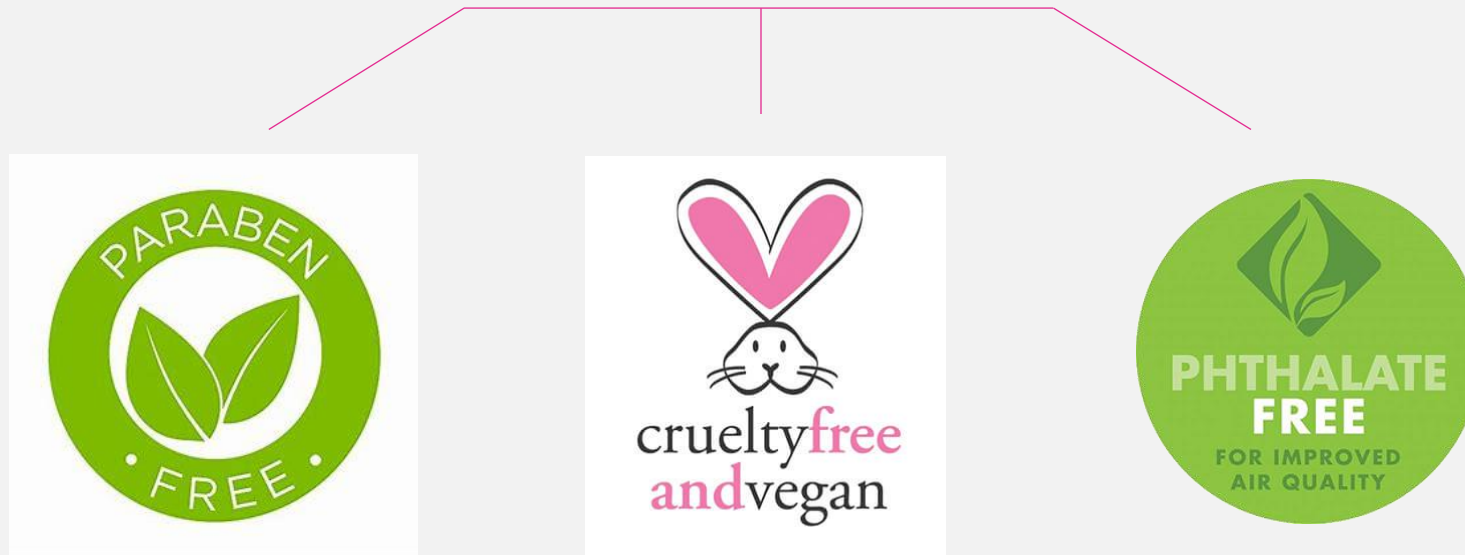
Paraben Free

Phaelate Free

Vegan

Good Synthetics





Products

 *Eyetitude*

EYETITUDE PRODUCTS



FixZer Instant Eye Repair

Hesperidin Methyl Chalcone – is a derivative of the flavonoid hesperidin and is found in citrus fruits like oranges and grapefruit and is often used to reduce dark circles under the eyes. Documented studies find that it lowers the filtration rate of capillaries, and less blood flowing through capillaries close to the surface of the skin potentially means less dark bluish discoloration under the eyes.



FixZer Instant Eye Repair

Chrysin – Botanical Ingredient

Component found in many medicinal plants such as the blue passion flower (*Passiflora caerulea*) study found the amount of Chrysin in various mushrooms from the island of Lesvos, Greece.



Chrysin

- Inhibits COX-2 expression and PGE-2 formation
- Combats puffiness and dark circles
- Consisting of four amino acids joined by peptide bonds which stimulates the body's own collagen production and repairs the skin



ProZerve Peptide Eye Cream

Matrixyl 3000 - original ingredient was created to address the signs of aging in the skin at their roots. This meant addressing collagen and elastin production, the essential proteins that help skin to retain its elasticity, strength, and firmness. Matrixyl 3000 works by replicating the collagen breakdown which stimulates your skin to replenish lost collagen. This innovative process is what helps the Matrixyl 3000 become a long term anti-aging solution.

Matrixyl is a combination of peptides. When infused into anti-aging products, Matrixyl 3000 works to help skin regain its elasticity, become stronger, and look more youthful.



ProZerve Peptide Eye Cream

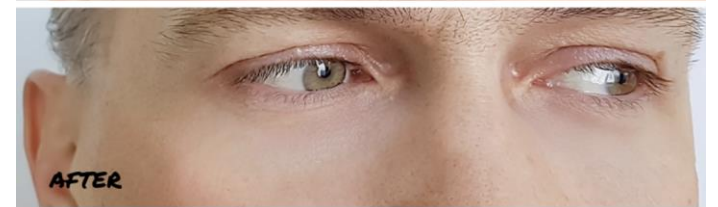
Argireline – (Known as Botox in a jar)

It inhibits the movement of facial muscles, improving skin texture and tone.

Arnica – Arnica is an herb that grows mainly in Siberia and central Europe, as well as temperate climates in North America. The flowers of the plant are used in medicine. Often used topically for swelling associated with bruises, aches, and sprains. It is also applied to the skin for insect bites, arthritis, muscle and cartilage pain, chapped lips, and acne.

Honeysuckle Flower – One reason that honeysuckle extract is used in skin care products is due to its anti-inflammatory properties. The soothing ingredient has long been used to treat skin conditions like eczema and rosacea, as well as acne and general skin irritation.

Lemon Extract – Lemon extract reverses the damage and prevents it. One of the main ingredients of lemon extract is citric acid, which has been found effective against a number of skin problems such as acne. It is because of the presence of vitamin C in this citrus fruit that promotes healthy, glowing skin.



ProZerve Peptide Eye Cream

Honeysuckle
Flower



Lemon Extract



Sunflower



Arnica Plant

Sunflower seed oil – Sunflower seed oil helps moisturize your skin, high in vitamin E, helps protect skin cells from harmful UV rays from the sun and other environmental stressors, also rich in vitamins A, C, and D, making it effective in the treatment of acne. Sunflower seed oil contains vitamins and fatty acids that act as antioxidants to regenerate new skin cells and help your skin rid itself of acne-causing bacteria.

Sunflower oil is an excellent source of beta-carotene, a fat-soluble compound that can be converted into Vitamin A. Beta-carotene's antioxidant properties are beneficial for the appearance of your health and skin.

The antioxidant properties of sunflower oil help in preventing premature signs of aging, as it helps protect the skin from exposure to sunlight. The vitamin E in sunflower seed oil can help protect the collagen and elastin in the skin and reduce the appearance of fine lines and wrinkles in your face.

Sunflower oil has natural calming properties that improve your skin's moisture retention capacity and is beneficial for individuals with dehydrated or sensitive skin. Using sunflower oil regularly can help remove dead cells and impurities, leaving behind smooth, moisturized skin. Sunflower seed oil has anti-inflammatory properties that help lower skin redness and roughness. Sunflower seed oil is high in omega-6 (linoleic) fatty acid and vitamin E. Omega-6 acid helps decrease inflammation in the skin and enhances the development of new skin cells.



NoCrowZ Retinol Eye Cream



Retinol mixed with Retinyl Palmitate.

Both retinol and retinyl palmitate are forms of vitamin A. Retinyl palmitate is an ester -- or chemical compound -- formed from the reaction of retinol and palmitic acid. In order to use any form of topical vitamin A, the body must convert it first into retinoic acid.

Coenzyme Q10 (CoQ10) is a substance that is naturally present in the human body, with the highest levels in the heart, liver, kidneys, and pancreas.

CoQ10 helps the skin by acting as a strong antioxidant. It helps to neutralize the harmful free radicals that are one of the major causes of aging.

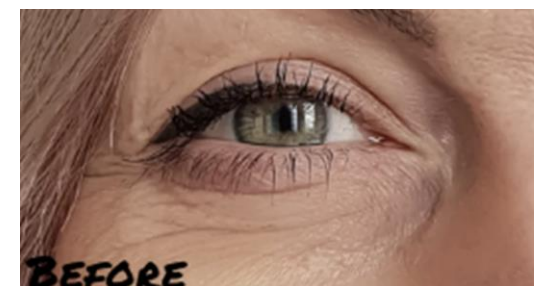
NoCrowZ Retinol Eye Cream

Vitamin E is a powerful antioxidant that may be effective at reducing UV damage in skin. Vitamin E applied topically may help nourish and protect your skin from damage caused by free radicals

Sunflower seed oil – Sunflower seed oil helps moisturize your skin, high in vitamin E, helps protect skin cells from harmful UV rays from the sun and other environmental stressors, also rich in vitamins A, C, and D, making it effective in the treatment of acne. Sunflower seed oil contains vitamins and fatty acids that act as antioxidants to regenerate new skin cells and help your skin rid itself of acne-causing bacteria.

Sunflower oil is an excellent source of beta-carotene, a fat-soluble compound that can be converted into Vitamin A. Beta-carotene's antioxidant properties are beneficial for the appearance of your health and skin.

The antioxidant properties of sunflower oil help in preventing premature signs of aging, as it helps protect the skin from exposure to sunlight. The vitamin E in sunflower seed oil can help protect the collagen and elastin in the skin and reduce the appearance of fine lines and wrinkles in your face.





NoCrowZ Retinol Eye Cream

Sunflower oil has natural calming properties that improve your skin's moisture retention capacity and is beneficial for individuals with dehydrated or sensitive skin. Using sunflower oil regularly can help remove dead cells and impurities, leaving behind smooth, moisturized skin.

Sunflower seed oil has anti-inflammatory properties that help lower skin redness and roughness. Sunflower seed oil is high in omega-6 (linoleic) fatty acid and vitamin E. Omega-6 acid helps decrease inflammation in the skin and enhances the development of new skin cells.

Soybean oil – Applying soybean oil or gels and lotions containing soybean oil derivatives can protect your skin from UVB rays and free radical-induced inflammation and reduce the transepidermal water loss (TEWL) on the skin, promoting skin barrier recovery.

Grapefruit Seed Extract – The extract has anti-bacterial, anti-viral and anti-fungal properties. It's useful in the treatment of candidiasis and other skin infections, including acne and dermatitis. It works so well for clogged skin because it regulates the build-up of oil in the pores. It's also an astringent and anti-inflammatory.

EyeZ-Luronic Serum

Highest grade of Hyaluronic Acid available & Japanese tea extracts

Alleviates dry skin, reducing the appearance of fine lines and wrinkles
Japanese tea extracts- Research and experiments have proven used topically acts as an antioxidant, improves appearance from sun damaged skin, as well as combats premature aging.



IllumineyeZ Rejuvenator

Get the Maximum benefits of all your favorite serums and creams with Eyetitude's IllumineyeZ Rejuvenator. This anti-aging massager negative ion reduces fine lines, improves dark circles, eye bags & restores vitality. Using the Rejuvenator with your serums and creams promotes maximum absorption deep in to the skin.

The IllumineyeZ Rejuvenator combines 10,000 times/minute high frequency vibration massage with heat and red LED light to do the following:

- *Repair damaged cells
- *Enhance cell activity
- *Promote the skin's collagen and elasticity
- *Tighten the skin
- *Promotes blood circulation whereby reducing dark circles & under eye bags
- *Increases maximum absorbability of your favorite creams and serums

Just a few minutes an area a day for visible results





RevitaleyeZ 4-in-1 Facial Wipes

RevitaleyeZ 4-in1 Facial Wipes is a 4in1 wipe that Cleanses, Moisturizes, Rejuvenates & Protects.

Made only of the finest ingredients including botanicals, fruits, and vitamins.
Ideal for all skin types including sensitive skin & the eye area, strong enough to remove the most stubborn dirt & makeup leaving your skin silky smooth.

Active ingredients:

Aloe Vera, Chamomile, Lavender, Oatmeal, Cucumber, Chrysin Flower & Glycolic Acid.

Cruelty Free, Sulphate Free, Alcohol Free, Vegan,
GMO Free, Fragrance Free, Paraben Free, Phthalate free,
Gluten Free, PEG Free, Oil Free
Wipes are Biodegradable
Solar Made Packaging



A close-up portrait of a woman with long, dark hair, looking directly at the camera. The image is overlaid with a semi-transparent pink filter. In the bottom left corner, there is a white square frame containing the text 'Competitive Research'. In the bottom right corner, there is a logo for 'Eyetitude' featuring a stylized eye icon and the brand name in a script font.

Competitive Research

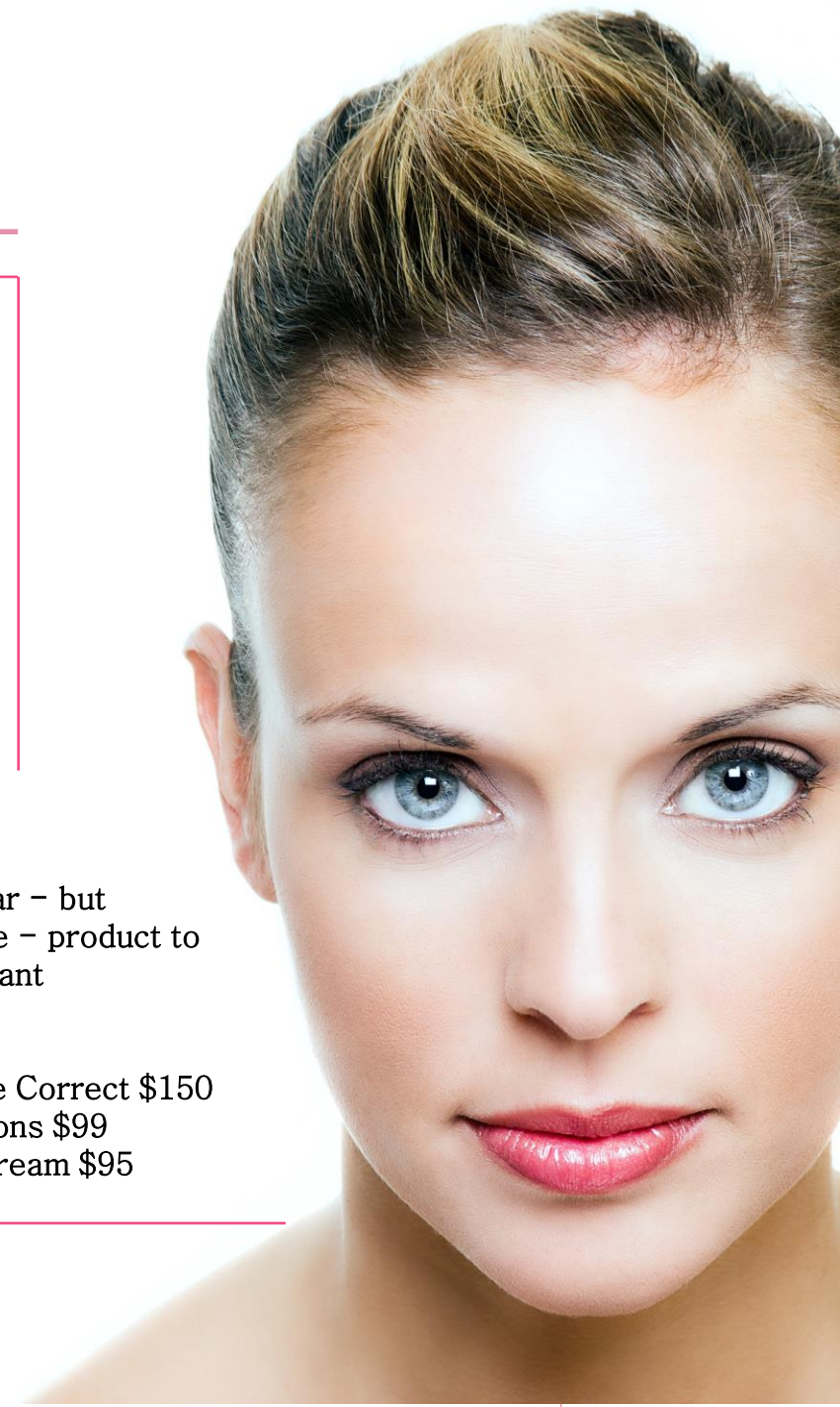


Pricing

	Retinol	Peptide	Repair
EYETITUDE	\$79	\$64	\$74
Skinceuticals	\$92	\$98	N/A
Murad	\$85	\$82	N/A
Dermalogica	\$80	\$65	N/A
Kate Somerville	\$85	\$125	N/A
Trish McEvoy	\$126	\$99	N/A

The only similar – but not as effective – product to the FixZer Instant eye repair is:

Your Best Face Correct \$150
 AQ Skin Solutions \$99
 ReLuma Eye Cream \$95





Giving Back

Eyetitude means “Eye On Attitude”

Our Eyetitude Logo is a reminder to keep your eye on your attitude towards yourself as well as your attitude towards others. The lotus inside the eye is a replacement for the pupil meaning to focus on good, purity, enlightenment, self-regeneration and rebirth.

Just like the lotus, human beings have the ability to become enlightened through pain and hardships, to come out and reach their highest potential.

We have a choice to let these hardships defeat us or we can take these experiences to learn how we can do better, be better, look at things differently, and be the very best person we can be each and every day as life was intended from the very beginning.

For this we are very passionate about giving back to Mental Health, as we feel that society’s overall attention to Mental Health is extremely lacking. As members of the National Alliance on Mental Illness, our goal is to expand the awareness and importance of mental health each and every year through donations of time, profits, and support of other Mental Health Organizations.



"As Seen In" Media

VOGUE



ELLE



SHAPE



FIRST TIME PARENT



NEW YORK



IN TOUCH



LIFE & STYLE



OK



Certifications & Affiliations



Tradeshows



Cosmo Prof
licensed to create.

premiere
orlando beauty show

The logo consists of a stylized white eye with a lotus flower inside the iris, followed by the word "Eyetitude" in a white script font.

Eyetitude

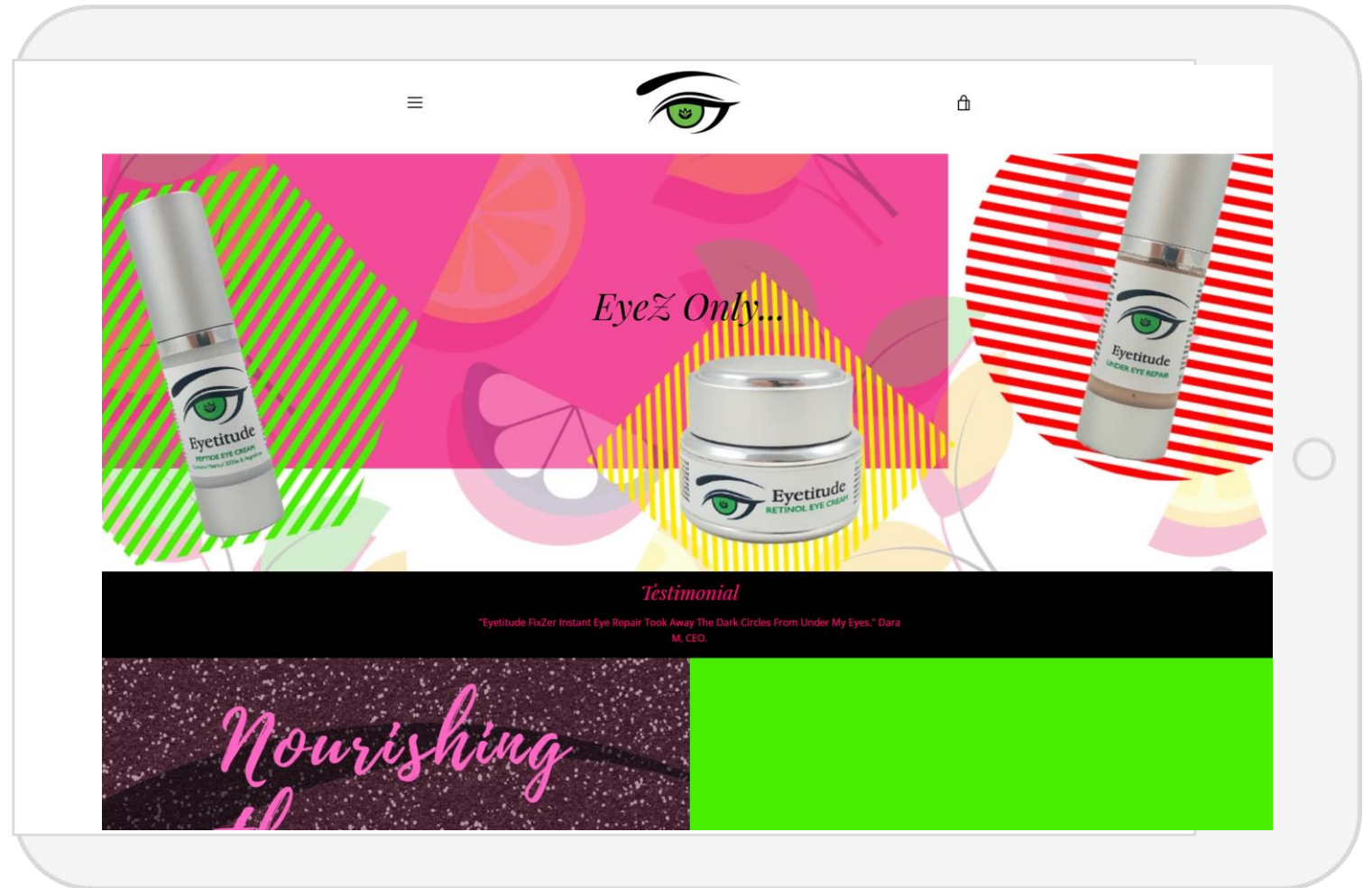
Contact

Facebook @Dr.Eyetitude
Instagram @eyetitude_

www.Eyetitude.com

[Email: BeautyAdvisor@Eyetitude.com](mailto:BeautyAdvisor@Eyetitude.com)

Ph: 561.299.4177





“Eyetitude FixZer Instant Eye Repair Took
Away The Dark Circles From Under My
Eyes.”

Dara M, CEO