

freshfaced

Last in a three-part series, brought to you by Olay.

Aging skin around the eyes and thinning lashes are top beauty concerns among *Allure* readers. That's why 73 percent seek eye-care regimens with preventive and anti-aging benefits. Here, their toughest challenges and the product that can help: **Olay Regenerist Micro-Sculpting Eye Cream & Lash Serum Duo.**

CHALLENGE: Crepey lids and crow's-feet

SOLUTION: Squinting, sun exposure, and tugging at skin when applying or removing makeup can all compromise the delicate eye area. Treat skin gently and protect it by wearing sunglasses and sunscreen.

CHALLENGE: Disappearing eyelashes

SOLUTION: Just like hair, eyelashes can become brittle, weak, and prone to breakage, causing loss as we age. Use a nourishing lash conditioner, then lengthen and thicken your fringe with mascara.



TOTAL EYE TRANSFORMATION

Reclaim the eyes of your youth with **Olay Regenerist Micro-Sculpting Eye Cream & Lash Serum Duo.** This revolutionary product does double duty: Eye cream hydrates and firms to visibly soften fine lines and wrinkles, while lash serum moisturizes, conditions, and plumps lashes from base to tip. Results are noticeable in just one week!

Save Face—and receive a special gift!

Visit your local Walmart store to purchase **Olay Regenerist Micro-Sculpting Eye Cream & Lash Serum Duo** and receive this **chic summer tote, FREE!** Hurry, supplies are limited. Visit allureaccess.com/olayduo for details.

Beginning 10 A.M. ET 5/21/13, if you are one of the first 300 to enter the UPC code from the product featured here, you will receive the gift (A.R.V. is \$5.00). For details, visit allureaccess.com/olayduo.



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Source: *Allure* reached out to readers through its *Allure* Beauty Enthusiasts Panel in January 2013 for skin-care questions.