



Polaar



WHAT IF THE SECRET TO YOUR BEAUTY WAS HIDDEN BEYOND THE POLAR CIRCLE?

Recent discoveries have revealed that the polar regions contain unique plants with remarkable properties for skin care. The pioneer and leading expert in polar research, Polaar, has dedicated its expertise in this area to providing you with exceptional cosmetic products. Conscious of the purity and fragility of this environment, the brand collaborates with renowned scientific organizations to protect and preserve this natural treasure.

The polaar universe of skin care offers you the natural, effective and pleasant qualities from the polar region.

The skin around the eye contour is the thinner and most fragile of the face. It is constantly in motion and is the first area where signs of cutaneous ageing are visible: dark circles and puffiness immediately appear with fatigue and stress!

EYE CONTOUR: BEWARE FRAGILE!

The eye contour tissue is delicate and sensitive due to its composition: it has little amounts of collagen, elastin and adipous cells. It is however very rich in muscles that are used every 10 seconds to blink in order to hydrate the cornea. These movements contribute to weakening the eye contour area, favouring the appearance of dark circles, wrinkles and puffiness.

Furthermore, puffiness and dark circles are linked to poor lymphatic and blood circulation, made visible due to the skin's thinness. These dark shadows appear due to micro-toxins stagnating in the capillary system. Lastly with ageing and fatigue this micro circulation further slows.

Finally, applying makeup to the eyes and especially to the eyelashes embellishes your beauty. Yet the constant ritual of applying and removing makeup makes the eyelashes more sensitive and vulnerable to breakage and slow regrowth.

ICYMAGIC, MORE THAN JUST A SIMPLE EYE CONTOUR

Do you dream of fresh, well rested and sublime eyes?

The ultra refreshing iconic roll-on instantly erases puffiness and dark circles. The roll-on helps drain the eye contour area and eliminates in a single stroke: dark circles, puffiness and traces of fatigue. The icy cold bead provides a beneficial massage that brings vitality and radiance back to the eyes.

An eye contour that also improves eyelash growth! More eyelashes, less dark circles and puffiness!

A daily skincare to be used in combination with the IcyMagic patches.

ROLL-ON ICYMAGIC
10 ml



ICYMAGIC, THE INSTANT TREATMENT FOR RESTED AND REFRESHED EYES

The patches revitalise your eyes instantly.

Dark circles and puffiness are significantly visibly reduced. This instant effect eye mask can be applied as a treatment once per week. Its practical format is quick and easy to apply. It is also an ideal travel companion, in less than 15 minutes it erases traces of fatigue and jet lag.

The patches work in perfect combination with daily use of the IcyMagic roll-on.

PATCHS ICYMAGIC
4 packets of 2 patches



ICYMAGIC BLUR, A “MAGICAL WAND” PRODUCT FOR A PERFECT SKIN!

You dream of a smooth skin and radiant complexion ?

A gel-cream specifically designed to blur imperfections, refine the skin texture and restore glow in a single magical stroke!

Next generation active ingredients instantly reinforce the epidermis by blurring, filling, soothing and brightening the complexion! The very best hyaluronic acid filler spheres have an instantaneous plumping effect.

A fine gel-cream texture to apply daily, alone or after your usual skincare, or as a makeup base, for “perfect skin” results!



NEW!

INSTANT SKIN PERFECTOR ICYMAGIC
Tube 30 ml

POLAR ACTIVE INGREDIENTS TO THE RESCUE.

A highly effective formula based on a trio of active ingredients with proven results.

SIBERIAN GINSENG

An adaptogen plant, ginseng has a tonic effect on the organism. Rich in micronutriments it revitalizes, brightens and tones the eye contour area.

TETRAPEPTIDES

Dual action active ingredient that reduces dark circles and puffiness.

Reduced puffiness: 50% reduction in capillar permeability
= avoids water retention in tissue and avoids puffiness.

Brighter skin: In vivo tests conducted on dark circle colour
= visible brightening of dark circles, significant reduction in colour
within 15 days for 70% of volunteers.

CILBOOSTER

This patented active ingredient combines 3 amino acids with vitamin B5. It strengthens and promotes eyelash growth. It fortifies and increases eyelash length, thickness and volume.



+33%

**EYELASH
GROWTH
STIMULATED
WITHIN 14 DAYS**
(IN VITRO TESTS)



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