

PHYRIS

THE FASCINATION OF GOLD



GOLDEN GEL

Smoothing eye gel
for intensive moisture



GOLDEN BALM

Delicate eye balm;
reduces fine lines
caused by dryness



GOLDEN CREAM & MASK

Soft and delicate eye
cream; reduces fine lines
around the eyes

Australian Importer & Distributor
Beauty 24/7 Melbourne
1300 134 247
www.phyris.com.au
contact@phyris.com.au

PERFECT
EYE CARE

THE FASCINATION OF GOLD

INSIDER
TIPS

PHYRIS GIVES YOU BEAUTIFUL EYES

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The fascination of Gold



GOLD – these four letters are suggestive of desirability and passion

Shiny and rare – that's what makes GOLD so special. Alchemists had one ultimate goal: to make GOLD. GOLD was used in many cultures for ritual objects and currencies.

Whoever appreciates the beautiful and the valuable loves GOLD for its shine and its many different forms of processing.

Did you know?

It was mentioned in the New Testament: the wise men from the East came to worship Jesus and offered him the gift of GOLD.

The Witwatersrand gold field in South Africa is by far the biggest in the world. To date, this deposit has supplied more than 40,000 tons of gold.

GOLD has accompanied man throughout all historical ages, whether in church construction or as an important element for art and luxury objects.

GOLD is also playing an increasingly important role in cosmetics.

GOLD refracts the light – the perfect radiance for the eye area

GOLD worked into cosmetics not only features an antibacterial effect, but also makes the skin look younger because it refracts the light on the surface. The finest gold particles settle on the surface of the skin and give the skin, particularly around the eyes, the perfect radiance.

10 10 10 10

Happy birthday!
10 years of Golden Gel

Golden Gel is celebrating its birthday. Golden Gel has many loyal fans all around the world. Fans who swear by Golden Gel. On Golden Gel's 10th birthday, PHYRIS took the opportunity to fulfill its customers' many requests and added more GOLD products to its range:

GOLDEN BALM
GOLDEN CREAM & MASK

PERFECT CARE AROUND THE EYES

GOLDEN GEL

The freshness treatment for the sensitive eye area

The smoothening gel formulation with a fine gold shimmer gives the delicate eye area new elasticity, moisture and a feeling of freshness. The thin skin around the eyes is tightened and smoothened with regular use. Field horsetail and Butcher's broom extracts give GOLDEN GEL a soothing effect that reduces swelling.

Tip:

The oil-free formulation is highly suitable for application under make-up and for contact lens wearers.

10 10 10 10

*For more than 10 years,
this has been a bestselling
eye care product!*



PHYRIS PROUDLY PRESENTS:

GOLDEN BALM

The delicate formulation with micro-fine GOLD features a special hyaluronic acid deposit to moisturize the skin in a flash for an effect that lasts for several hours. GOLDEN BALM reduces fine lines caused by dryness – the skin looks fresh and cared for. GOLDEN BALM is paraben-free and preservative-free and is thus highly suitable for sensitive skin.

NEW



GOLDEN CREAM & MASK

The soft and creamy texture, with micro-fine GOLD, features a firming and protective instant effect and supplies the skin with essential active ingredients: a hyaluronic acid deposit moisturizes and provides lasting moisture retention. In addition, a special lavender extract softens mimic lines and fine lines caused by stress. High-quality plant oils protect the skin from stressful environmental conditions and guarantee that the skin feels silky soft. GOLDEN CREAM & MASK can also be used as a mask. GOLDEN CREAM & MASK is paraben-free and preservative-free and is thus highly suitable for sensitive skin.

NEW



COMEBACK:

TIME CONTROL CONCEALER

The concealer stick with anti-aging effect is the "little friend" for every handbag. It banishes redness, slight imperfections and mimic lines. Signs of tiredness and stress are reduced and the skin looks instantly more youthful and fresher. The silky, water-proof formulation with a UV filter of SPF 10 also protects against light-induced skin aging. The selected shade is suitable for all skin types and tones.

*Back
at last!*



INSIDER-TIPS: EFFECTIVE TAPPING

Apply a pearl-sized amount of the right eye care product around the eyes and tap it in.

Tapping is the name of the application technique that describes the gentle tapping in of the product with the fingertips to impart the ideal care effect.

This stimulates the microcirculation and gives the eye area the perfect dose of care, so that it looks youthfully fresh in a flash.

Your beauty institute has very special treatment methods and techniques for the region around the eye. The PHYRIS JADE TECHNIQUE is particularly popular. Treat your eye area to this wonderful pampering treatment.



1

Apply a pearl-sized amount of eye care around the eyes.



2

From the outside to the inside, gently tap in.



3

From the outside to the inside, gently tap in.

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THE ULTIMATE MAKE-UP TRICKS

1. The best preparation for a beautiful eye make-up look

If you want to use eyeshadow and the outside temperatures are warmer, you can achieve better staying power of your eye make-up if the eye care doesn't contain much oil, which is the case with EYE ZONE GOLDEN GEL or GOLDEN BALM.

2. Fresh and radiant eye area

After applying a base or a tinted moisturizer (e.g. PHYRIS TINTED DAY PROTECTION), apply TIME CONTROL CONCEALER below the eyebrow, in the inside corner of the eye and below the eyes (eye bags) and work the product in with gentle tapping motions.



3. Perfect staying power all day long

To make the eye make-up look good for longer, you can apply a fixing powder or a simple loose powder over the whole upper eye area before working with eyeliner and eyeshadow.

4. Even eyeshadow color

If the lids are reddened, select a light, matt eyeshadow in a warm shade (beige, cream to pastel green). The lids look more even and the redness becomes less noticeable.

5. Eyebrows – a beautiful frame for the eyes

Everyone can perfectly present the frame of their eyes. Select a matt eyebrow powder in the same color as the eyebrows (if necessary, a little lighter or darker) and then directly apply this to the eyebrows using a fine, thin and flat slanted brush so that the powder reaches the skin between the brow hairs. Then perfectly comb the brows into shape with a lash brush.

BEAUTY GUIDE FOR BEAUTIFUL EYES

Summery freshness for the eyes

Your eye care product can also be stored in the fridge, which makes the care feel extra cool and gives you a "wakey-wakey" effect in the mornings.

Feathery light relaxation

To work in the eye care, you can use PHYRIS' super soft eye lift brush for home use. Like the gentle flutter of a butterfly's wing, it glides over the skin and not only imparts soothing relaxation, but also stimulates the lymph flow. In connection with EYE ZONE products, it reduces swelling and fine lines.

Achieve the best results

At home, you can achieve a special effect with an eye mask if you apply a 2 mm-layer of the product and then put slightly moist cotton pads on top of the mask. Make yourself comfortable: with music in a recliner or in a hot bath during wintertime. The result is an evenly smooth, relaxed and radiant eye area.

Tips and tricks for radiantly beautiful eyes:

- Control your facial expressions
- Open your eyes wide
- Avoid the sun
- Wear sunglasses
- Don't blink too much
- If you have a vision impairment, wear glasses
- Keep the correct distance from your computer
- Use a 14 point font
- Ensure you give your eyes sufficient rest



| Need/Wish | Recommended EYE ZONE product: |
|------------------------------------------------------------------------------------------------------|-------------------------------|
| Thorough and gentle cleansing of the eye area | Eye Make Up Remover Gel |
| Moisturize and smoothen | Golden Gel |
| Refresh and reduce swelling | Golden Gel |
| Ideal make-up base for eyeshadow | Golden Gel |
| Reduce fine lines caused by dryness | Golden Balm |
| Stimulate the microcirculation and prevent bags under the eyes | Golden Balm |
| Calm sensitive and irritated skin | Golden Balm |
| Reduce mimic lines and fine lines caused by stress | Golden Cream & Mask |
| Tighten contours | Golden Cream & Mask |
| Tighten, smoothen and moisturize with an instantly visible effect: Mask application: 10 – 15 minutes | Golden Cream & Mask |
| Conceal dark bags under the eyes and shadows | Time Control Concealer |

