



The True Guide to Eye Makeup Removal & Lash Cleansing

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Makeup is the most common culprit to eye infections, dry eye, and other eye conditions. Proper make up removal makes all the difference in your eye health. It's a myth that eye makeup remover alone actually removes all the makeup. If you wake up in the morning with debris in the corner of your eyes that is a good indication that makeup is left over from the night before!

Makeup removal should consist of thorough makeup removal, cleansing, conditioning and hydration.

MAKEUP REMOVAL

Avoid products with oil. This includes coconut oil, baby oil and tea tree oil. Even makeup removers that contain oil you want to avoid. Oils wreck havoc with the oil glands in your eyelids and cause inflammation. Oils don't clean. You also want to avoid baby shampoo, creams, lotions and other soaps that appear to be "gentle" but are not designed for your eyes. Use Oil Free Makeup removers like:

- **DERMA*E Vitamin C Micellar Cleansing Water** (excellent all around makeup remover) It's not just plain water!
- Using the magic of Micelles, tiny, round surfactant molecules that have a lipophilic end (attracted to oil), and a hydrophilic end (attracted to water), make-up, oil, dirt and grime, are gently, quickly and easily removed *without* the need for rinsing.
- These "micelles" attach to the dirt and oil and it draws out the last bits of makeup and residue and leaves your eyes invigorated!
- Completely cleaning your eyes of makeup reduces the risk of eyelid inflammation.

The True Guide to Makeup Removal



YOUR EYES REQUIRE DELICATE BUT EFFECTIVE CLEANSING ROUTINES

CLEANSER

Wash eyelids with and lashes daily with:

- **OCUSOFT LID SCRUB PLATINUM FOAMING EYELID CLEANSER**

(THIS SCRUB HAS ANTI-INFLAMMATORY INGREDIENTS DESIGNED FOR EYELID INFLAMMATION).

This foam cleanser is designed specifically for cleaning eyelids and lashes, use generously. The foaming action is what makes it so powerful in removing eye makeup left behind from removers, dust, dander, pollen and pollution that gets trapped in lashes and eyelids. It works better than plain water.

CONDITION

- Eye makeup, sun, wind, pollution and pollen are all tough on eyelids and lashes. Use daily **Retaine Liposome Spray**, to cool and moisturize eyelids and lashes. Use this spray to refresh and condition eyelids to prevent dry, scratchy, itchy and irritated eyes.
- Eyelid inflammation can cause the loss of eyelashes. For broken or missing eyelashes use **RevitaLash® Advanced Eyelash Conditioner** to condition lashes, protect against breakage and to regenerate new lashes.
- For thinning brows **RevitaBrow® Advanced Brow Conditioner** conditions the eyebrows to help protect from brittleness and breakage.

HYDRATE

Pack a handful of single dose artificial tears to be used throughout the day.

- **Retaine MGD Emulsion Tears**
- **Hydrate** from the inside out. Drink 8 glasses of water each day. Eyes need hydration too!

TIPS:

- > Don't sleep in eye makeup. Your eyes are in over-drive cleaning all night long. Sleeping in makeup is literally a dirty habit!
- > Remove all the makeup from the day before, this will create a clean "pallet." New makeup will adhere more effectively and will look fresh instead of a 'built-up' look.
- > A cleaner eyelid means cleaner and more comfortable vision.





Proper Eye Hygiene and Makeup Removal Steps

SIMPLE STEPS FOR HEALTHY RESULTS > A DAILY ROUTINE FOR A LIFETIME BENEFIT

CONTACT LENS WEARER

Wash and clean hands prior to application. Wash hands with **OCuSOFT Hand Soap** for Contact Lens Wearers for a smudge-free handling of contact lenses. Oils from your fingertips transfer to contact lenses causing lenses to be cloudy. This soap will keep fingerprints off your lenses. The number one complaint contact lens wearers have is blurry lenses. That blurriness is many times fingerprints!

Remove contact lenses.

MAKEUP REMOVAL

DERMA*E Vitamin C Micellar Cleansing Water

1. Apply generous amount onto a cotton pad and wipe eyelids, lashes and corners of the eye. Use morning and evening. No rinsing required.

CLEANSE

OCuSOFT Lid Scrub Plus Platinum Foaming Eyelid Cleanser

1. Apply 1-2 pumps of foam to fingertips, and gently scrub eyelashes, eyelids and go ahead and lather up your brows too using a side-to-side motion.
2. Eyes should be closed during cleansing. You can hear your mom say “don’t get soap in your eyes” but don’t worry, this scrub is specially formulated for your eyes.

CONDITION & MOISTURIZE EYELIDS

Retaine Liposome Spray

1. Hold the spray bottle 6-8 inches away from the face.
2. Spray onto a clean, CLOSED eyelid.
3. Blink a few times. As you blink, the solution is spread from eyelashes and lid margins onto the eye.

CONDITION

RevitaLash® Advanced Eyelash Conditioner

Prep: Wash hands and face with a mild soap and water. Let face and eye area dry completely prior to application.

1. Once-a-day, apply a thin line to clean, dry eyelashes.
2. One brush stroke is sufficient to cover eyelashes.

CONDITION

RevitaBrow® Advanced Brow Conditioner

Prep: Wash hands and face with a mild soap and water. Let face and eye area dry completely prior to application.

1. Using the doe-foot applicator, apply once-a-day to clean and dry eyebrows.
2. Apply a few short strokes onto each eyebrow.

Note: Only a small quantity is needed to beautify and promote the attractiveness of natural eyebrows. Be sure to let **RevitaBrow® Advanced** dry before applying any daily facial products.



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