

Bright Eyes

ALL EYES ON YOU.

Illuminate, firm, and lift the delicate eye area for visibly reduced dark circles, puffiness, and fine lines with this breakthrough revitalizing eye cream.



Delicate Skin Ages Faster

The signs of aging don't start on the surface; they begin deep within your skin, where cellular slowdown, loss of firmness and elasticity, and daily environmental stressors can make you look older than your years.

Nowhere tells this story more visibly — or more quickly — than the delicate eye area. It's where late nights show up first and time leaves its earliest marks thanks to skin that's naturally thinner and more vulnerable to noticeable signs of premature aging. Caring for the unique needs of this zone requires a formula that's just as precise.

Target Every Teltale Sign

Illuminate, firm, and lift the delicate eye area's appearance with Bright Eyes. This clinically studied, revitalizing cream addresses multiple signs of aging and fatigue with a unique peptide blend that visibly improves firmness, reduces sagging, and smooths crow's feet and fine lines. Brown seaweed extract diminishes the look of dark circles, while caffeine awakens skin by visibly reducing under-eye puffiness. A multi-dimensional hyaluronic acid complex completes this powerhouse formula with deep, lasting hydration.

To enhance these powerful ingredients, Bright Eyes features a precision ceramic-tip applicator that provides an instant cooling sensation and massage to help support circulation while gently and evenly distributing the formula, making every application effective and effortless.

Experience a transformation as your eyes emerge noticeably brighter, firmer, and more youthful thanks to targeted renewal where it matters most.

Primary Benefits

- Visibly reduces dark circles and puffiness, giving you a more refreshed, well-rested look.

- Strengthens and hydrates for a softened, supple effect while preserving the natural moisture barrier for a plumped appearance.
- Diminishes the look of fine lines and crow's feet and noticeably improves skin firmness around the eyes for a lifted effect.
- Helps defend against the visibly damaging effects of free radicals and oxidative stress.
- Supports the vitality of skin cells while targeting the visible signs of aging influenced by senescent cells.
- Complements the Plexus® Skin Health System's results to deliver overall skin health and youthful longevity to the delicate eye area.

Primary Features

- Breakthrough peptide technology targets visible signs of aging influenced by senescent cells, reducing the appearance of crow's feet, fine lines, and wrinkles around the eye area while promoting firmer, more resilient-looking skin.
- Caffeine visibly reduces puffiness and dark circles.
- Multi-dimensional hyaluronic acid provides deep hydration, reinforcing the moisture barrier and delivering a plumped appearance.
- Vitamin C and Tetrapeptide-30 offer a multipronged approach with powerful antioxidant protection for the delicate eye area while visibly brightening and tackling hyperpigmentation.
- Stay-cool ceramic tip applicator provides: a refreshing cooling sensation, depuffing power, precise application, and gentle massage to help support circulation.
- Kind-to-Biome certified formula undergoes rigorous testing to maintain healthy skin microbiome balance — supporting beneficial bacteria, discouraging problematic microbes, and preserving essential microbial diversity.

- Non-comedogenic formula doesn't clog pores for clear, breathable skin.
- Cruelty-free*, non-GMO, hypoallergenic, and free from fragrances, harsh surfactants, phthalates, parabens, and other potentially irritating ingredients, including SLS and SLES.

Clinical Results

In just two weeks, Bright Eyes is clinically shown to:

- Visibly minimize under eye-puffiness and brighten and boost skin glow, with results that improve over time.
- Noticeably refine skin texture and visibly fade dark under-eye circles.
- Diminish the look of wrinkles and expression lines.

And in just eight weeks:

98% of study participants saw visibly reduced under-eye puffiness while an overwhelming majority saw brighter, more luminous skin, a visible reduction in under-eye circles, and a noticeable softening of wrinkles and expression lines.

DID YOU KNOW?

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The skin around the eyes is among the thinnest on the face, measuring less than 0.6 mm. Thinness, minimal underlying fat, and constant movement makes the eye area especially prone to early signs of aging.¹

You blink around 15–20 times per minute — over 20,000 times a day. All that movement can contribute to early wrinkling.²

Your under-eye area has some of the body's poorest lymphatic drainage. That's a major reason why fluid can accumulate there, leading to puffiness.³

Cooling the eye area can help constrict blood vessels, rapidly reducing puffiness and dark circles.⁴

Sources:

1. [Cleveland Clinic](#). Published 2022.
2. [Healthline](#). Published 2020.
3. Nakao S, Hafezi-Moghadam A, Ishibashi T. Lymphatics and lymphangiogenesis in the eye. *J Ophthalmol*. 2012;2012:783163. doi: 10.1155/2012/783163. Epub 2012 Mar 5. PMID: 22523652; PMCID: PMC3317234.
4. [John Hopkins Medicine](#). Published 2025.

Frequently Asked Questions

Is Bright Eyes suitable for all skin types?

Yes, Bright Eyes is suitable for all skin types.

Has Bright Eyes been tested for use in the delicate eye area?

Bright Eyes is dermatologist tested and specifically formulated to be gentle and non-irritating for the delicate skin around the eyes.

Should I use Bright Eyes morning or night?

Both! Bright Eyes is designed for both morning and evening use. Using it in the morning helps visibly reduce puffiness and dark circles after waking up, especially thanks to the cooling ceramic-tip applicator. At night, it works to deeply hydrate and support renewal while you sleep. For best results, apply Bright Eyes twice daily as part of your AM and PM routines.

When should I use Bright Eyes in my skin health routine?

Apply Bright Eyes after your Glow Getter serum and before your final step (Sun Shield in the morning or After Hours at night). This allows the formula to absorb properly and work effectively alongside the rest of your Skin Health System.

How do I apply Bright Eyes?

Dispense a pea-sized amount onto ceramic applicator tip. Gently glide tip, starting at the inner corner of the eye and moving along the orbital bone toward the temple, then over the eyelid. Use ring finger to tap excess product until absorbed.

How can I get the most out of Bright Eyes?

A little care goes a long way. Don't press too hard — the skin around your eyes shouldn't visibly move. If you feel any tugging, pause and adjust your pressure to ensure a smooth, gentle application.

What happens if this gets into my eyes?

If the product gets into your eyes, rinse them thoroughly with warm water. If irritation occurs and persists, consult a healthcare provider.

What ingredients should I avoid in an eye cream?

Because the eye area is thin and sensitive, it's important to avoid known irritants. Harsh ingredients like denatured alcohol, essential oils, and volatile fragrances can lead to dryness, sensitivity, or stinging. That's why Bright Eyes was thoughtfully formulated without these and other potentially disruptive ingredients, delivering visible results without compromising the comfort or health of your delicate eye area.

*Finished product not tested on animals.

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Can I use Bright Eyes with my other Plexus® products?

Yes! Bright Eyes is designed to work seamlessly with the rest of the Plexus Skin Health System products, as well as our other Skin Health Line add-ons, and is compatible with all Plexus products.

Can I use other skincare products with Bright Eyes?

Yes, but keep in mind that Bright Eyes is carefully formulated to enhance the benefits of the Plexus Skin Health System. Using it alongside certain other products or ingredients may limit its full effectiveness.

Can I use makeup over this?

Yes — just let the product absorb fully before applying concealer or foundation to avoid pilling.

Can I use Bright Eyes with my medication?

Bright Eyes is formulated to gently nourish your skin — but it's always a good idea to speak with your healthcare provider or pharmacist before introducing any new skincare products. They can help ensure that the products are a good fit for your unique needs and any treatments you're currently using.

Is Bright Eyes safe for pregnant or nursing women?

As with any new skincare product, we recommend consulting with your healthcare provider before starting use during pregnancy or while nursing. They can provide personalized advice to ensure the products are safe for you and your baby.

How should I store Bright Eyes?

Keep in a cool, dry place away from direct sunlight to maintain potency and texture.



INGREDIENT GLOSSARY

Bright Eyes

Arachidyl Alcohol: A plant-based fatty alcohol that helps soften and smooth the skin by forming a light barrier to minimize moisture loss. It also contributes to a richer texture, helping products glide on easily and feel more substantial during use.

Arachidyl Glucoside: A mild emulsifier made from sugar and plant oils. It helps keep oil and water evenly blended in a formula, while contributing to a smooth, pleasant texture that's gentle on the skin.

Behenyl Alcohol: A multi-tasking fatty alcohol that helps stabilize and thicken formulations while giving them a smooth, creamy texture. It also works as an emollient, helping skin feel soft and well-conditioned after use.

C12–20 Alkyl Glucoside: This mild, plant-derived surfactant is made by combining glucose with naturally sourced fatty alcohols. It gently cleanses without stripping skin, making it ideal for sensitive formulas that aim to support—not disrupt—the skin barrier.

C14–22 Alcohols: A blend of long-chain fatty alcohols that serve as emollients, emulsifiers, and thickeners. They help give creams a smooth, substantial texture while creating a light, moisturizing barrier that supports hydration—especially helpful for dry or delicate skin.

Caffeine: A well-studied bioactive that helps reduce the appearance of puffiness and dark circles around the eyes. By supporting microcirculation, it promotes a more rested, refreshed look.

Caprylic/Capric Triglyceride: A lightweight emollient derived from coconut oil and glycerin. It helps moisturize and soften skin while forming a breathable barrier that minimizes moisture loss. It also improves product texture, making formulas easier to apply and absorb.

Caprylyl Glycol: A versatile ingredient that draws moisture to the skin while helping to keep it soft and smooth. It also supports product preservation by boosting the effectiveness of antimicrobial systems, helping keep formulations fresh and stable.

Carbomer: A texture-enhancing polymer that helps thicken and stabilize cosmetic formulas. It improves consistency and spreadability, while also helping to suspend active ingredients evenly throughout a product.

Cetyl Alcohol: A skin-friendly fatty alcohol that acts as an emollient, emulsifier, and thickener. It helps soften and condition the skin by forming a light moisture barrier, while also giving creams their smooth, creamy feel.

Bright Eyes

Chamomilla Recutita (Matricaria) Flower Extract:

Better known as chamomile, this calming botanical helps soothe and comfort sensitive skin. It also offers antioxidant benefits, supporting skin exposed to environmental stressors.

Decyl Glucoside: A mild cleanser made from coconut oil and sugar. This non-stripping surfactant helps lift away impurities while supporting the skin's natural moisture balance, leaving it feeling clean, soft, and comfortable.

Dimethicone: A skin-protecting silicone that forms a light, breathable barrier to help seal in moisture and defend against irritants. It also gives formulas a smooth, velvety texture and helps them glide easily over the skin.

Dipotassium Phosphate: A pH-balancing salt that helps keep cosmetic formulas stable and effective. It maintains the right pH environment for active ingredients to perform at their best and supports a smooth, uniform texture by preventing separation.

Drometrizole: A protective ingredient that helps defend the thin, delicate skin around the eyes, where signs of aging often show first. By reinforcing the skin's defenses, it supports a smoother, more resilient appearance over time.

Epidermal growth factor (vegan): Comprised of several ingredients (water (aqua), mannitol, phosphatidyl choline, glycerin, cetyl alcohol, decyl glucoside, potassium sorbate, sodium benzoate, xanthan gum, sodium chloride, dipotassium phosphate, oligopeptide-1, and potassium phosphate), this signaling protein functions as a cellular messenger that accelerates regeneration and supports natural skin processes. By encouraging collagen and enhancing cellular communication, EGF helps refine texture, improve the appearance of elasticity, reduce the look of fine lines, and support overall resilience — visibly smoothing, firming, and rejuvenating the complexion.

Ethylhexylglycerin: A glycerin-derived preservative that helps keep products fresh and safe to use by preventing the growth of unwanted microbes. It supports overall formula stability and extends shelf life without being harsh on the skin.

Fucus Vesiculosus Extract: This marine botanical works to improve the eye area's appearance through microbiome balancing, supporting beneficial bacteria while reducing unwanted microbes. It contains natural prebiotics that nourish the skin's protective barrier, while antioxidants combat daily environmental stress factors that cause visible damage — resulting in minimized under-eye circles and healthier, more resilient-looking skin.

Glyceryl Stearate: A plant-derived emulsifier that helps blend oil and water into smooth, stable formulations. It also acts as an emollient, forming a light barrier on the skin to support hydration and prevent moisture loss. Its texture-enhancing properties give creams a rich, comfortable feel on application.

Glycerin: A widely used humectant known for its strong hydrating properties. It draws water into the skin from the environment, plumping the surface and helping the skin retain moisture and maintain balance.

Glycolic Acid: An alpha hydroxy acid (AHA) used in cosmetics for its exfoliating properties. It helps to dissolve the bonds between dead skin cells, revealing brighter, smoother looking skin. It can also improve skin texture and reduce the appearance of fine lines over time.

Hexylene Glycol: A multi-functional ingredient used to improve the texture and stability of cosmetic formulations. It helps dissolve hard-to-blend ingredients, ensuring even distribution throughout a product. It also acts as a humectant, drawing moisture into the skin to support lasting hydration.

Hydrolyzed Sodium Hyaluronate: A humectant known for delivering deep hydration. By drawing moisture into the skin, it helps maintain plumpness, improve elasticity, and reduce the appearance of fine lines and wrinkles.

Isopropyl Myristate: A lightweight emollient that helps products spread easily and absorb more effectively. It leaves behind a silky, non-greasy finish, making skincare feel smoother and more comfortable on the skin.

Mannitol: A sugar-derived humectant that helps draw in and retain moisture, supporting hydrated, softer skin. It also offers antioxidant benefits and contributes to a smooth product texture that feels pleasant during use.

Oligopeptide-1: A skin-supporting peptide known for its role in regeneration and repair. It helps improve texture, tone, and firmness while minimizing the appearance of fine lines and wrinkles over time.

Pentylene Glycol: A multitasking ingredient that draws moisture into the skin, helping to keep it hydrated, soft, and smooth. It also enhances the absorption of actives and supports product preservation with mild antimicrobial properties.

Phenoxyethanol: A widely used preservative that helps prevent microbial growth and keep skincare products safe and stable throughout their shelf life.

Phosphatidylcholine: A skin-replenishing phospholipid that helps restore the skin's barrier by replacing essential lipids. It supports hydration, elasticity, and smooth texture while also helping stabilize emulsions in skincare formulas.

INGREDIENT GLOSSARY

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Potassium Hydroxide: An alkaline ingredient used to adjust pH levels in cosmetic formulas. By helping maintain the ideal pH, it supports the overall stability and effectiveness of the product.

Potassium Phosphate: A pH-buffering agent that helps keep formulas stable and gentle on the skin. It also supports the integrity of emulsions and active ingredients, helping products stay effective over time.

Potassium Sorbate: A gentle preservative that helps prevent the growth of mold, yeast, and bacteria. Often paired with other preservatives, it plays a key role in keeping products safe and shelf-stable.

Propanediol: A skin-friendly glycol that acts as a humectant, emollient, and solvent. It helps draw moisture into the skin for lasting hydration, while improving texture and making formulations easier to apply.

Silica: A mineral-based ingredient that gives products a soft, smooth finish. It enhances spreadability, helps control texture, and can also function as a gentle thickener in cosmetic formulations.

Sodium Acetylated Hyaluronate: A specialized form of hyaluronic acid known for its ability to deeply hydrate the skin. It helps bind moisture to the surface, supporting a plump, supple appearance.

Sodium Benzoate: A reliable preservative that protects against fungi and bacteria. It helps keep skincare products safe and stable throughout their shelf life.

Sodium Chloride: Also known as salt, this ingredient supports texture and consistency in formulations by helping to adjust thickness and improve product feel.

Sodium Hyaluronate Crosspolymer: A derivative of hyaluronic acid, this humectant helps lock in moisture and prevent transepidermal water loss (TEWL) — the evaporation of water from the skin.

Sodium Phytate: A plant-derived chelating agent that helps stabilize formulas by preventing discoloration and ingredient degradation. It supports product integrity and extends shelf life.

Sodium Polyacrylate: A texture-enhancing polymer that helps thicken and stabilize formulations. It forms a light film on the skin, creating a smooth, even feel while improving product consistency and appearance.

Sucrose: A natural sugar that acts as a humectant, drawing moisture into the skin to support hydration. It also has soothing properties and helps reinforce the skin's barrier function.

Tetrahexyldecyl Ascorbate: A stable, oil-soluble form of vitamin C that absorbs easily to help brighten skin and even tone. It also defends against visible damage from free radicals and environmental stressors, supporting a radiant, healthier-looking complexion.

Tetrapeptide-30: A targeted peptide that helps visibly even skin tone and calm signs of irritation. Known for its brightening and soothing properties, it supports overall skin clarity and balance.

Tocopheryl Acetate: A nourishing antioxidant form of vitamin E that works synergistically with vitamin C to protect from environmental stressors while supporting skin barrier health.

Tripeptide-2: A performance-driven peptide that helps improve skin firmness and elasticity. It supports the skin's natural resilience, making it a valuable addition to anti-aging formulations.

Xanthan Gum: A naturally derived thickener and stabilizer that helps give products a smooth, consistent texture. It also supports the even distribution of ingredients throughout a formula.

INGREDIENTS LIST

Water/Aqua/Eau, Glycerin, Propanediol, Caprylic/Capric Triglyceride, Isopropyl Myristate, Cetyl Alcohol, Caffeine, Oligopeptide-1, Tetrapeptide-30, Tripeptide-2, Sodium Hyaluronate, Sodium Acetylated Hyaluronate, Sodium Hyaluronate Crosspolymer, Hydrolyzed Sodium Hyaluronate, Chamomilla Recutita (Matricaria) Flower Extract, Fucus Vesiculosus Extract, Phosphatidylcholine, Tetrahexyldecyl Ascorbate, Tocopherol, Tocopheryl Acetate, Xanthan Gum, Mannitol, Sucrose, Sodium Chloride, Arachidyl Alcohol, Arachidyl Glucoside, Behenyl Alcohol, C14-22 Alcohols, C12-20 Alkyl Glucoside, Decyl Glucoside, Carbomer, Dimethicone, Glyceryl Stearate, Glycolic Acid, Sodium Polyacrylate, Silica, Sodium Phytate, Pentylene Glycol, Potassium Hydroxide, Potassium Phosphate, Dipotassium Phosphate, Ethylhexylglycerin, Caprylyl Glycol, Hexylene Glycol, Phenoxyethanol, Potassium Sorbate, Sodium Benzoate.



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