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Style

Skincare

A NATURAL EVOLUTION

After searching in vain for gentle products for eye area, cosmetic surgeon helps develop one



Michael Short / The Chronicle

Plastic surgeon Dr. Carolyn Chang has partnered with Juice Beauty on a new product for the delicate skin around the eyes. Stem Cellular Instant Eye Lift is free of fragrance, dye, paraben and petroleum.

By **Carolyne Zinko**

Juice Beauty's newest product for the delicate skin around the eyes was developed to combat one of the longest-running problems in Dr. Carolyn Chang's practice: irritation and swelling caused, surprisingly enough, by medical-grade products used in the eye area after surgery.

The San Francisco cosmetic plastic surgeon has partnered with the Marin organics company to create Stem Cellular Instant Eye Lift, a largely organic product that will hit the market in April. It promises to decrease swelling without chemicals, for patients who've had plastic surgery or those who simply want relief from day-to-day puffiness.

"When you operate on the face, the skin gets fragile, sensitive and dry while it's healing," Chang said. "It's a stress response. If someone has sensitive skin already, products that would normally be OK were causing irritation in my postoperative patients."

Since establishing her solo practice in 2001, Chang has been looking for products to hydrate and soothe the skin, which assists in healing.



Juice Beauty Stem Cellular Instant Eye Lift: With six algae eye mask sets (12 masks) and six activator fluid bottles, \$75. The Spa Collection set of eight eye mask sets (16 masks) and eight activator fluid bottles with a bamboo facial cloth, \$110. Available April 1 at Ulta stores nationwide; www.juicebeauty.com; and the office of Dr. Carolyn Chang, 2100 Webster St., Suite 508, San Francisco.

"The products I've found cause redness, itching and irritation, to the point that patients couldn't tolerate them," she said. "I'd never done a cosmetic line before, and decided to do so out of necessity."

The Eye Lift is not a cream

but a mask to apply under the eye area for 10 minutes. Each application requires the preparation of two crescent-shaped pads (which contain algae) with several drops of activator fluid. The fluid contains organic white tea, cucumber and arnica, as well as apple, grape and lemon fruit stem cells, Vitamin C, grape seed, aloe, hyaluronic acid and chamomile. The solution is said to promote brightening, tightening and cellular renewal. The under-eye pads are free of cotton, a point important to those who fear contact with the pesticides frequently used to spray cotton crops in the United States.

Chang, who has long been impressed by Juice Beauty's commitment to organics, said the product is free of fragrance, dye, paraben and petroleum.

"I have a certain set of people who seek me out for natural-looking results," Chang said. "By providing them with the most natural products, I can achieve that more successfully."

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