

# OPTASE<sup>®</sup> LIFE



## Finally, a makeup remover for sensitive eyes



**Sensitive eyes are highly prevalent, affecting about 46% of people<sup>1</sup>**

- Many women are more confident and sociable when wearing cosmetics<sup>1</sup>
- 75% wear mascara at least weekly despite eye issues<sup>2</sup>
- 53% percent used at least three different eye cosmetic products regularly<sup>2</sup>



*"It is due time that there are eyelid cleansers developed specifically for sensitive eyes and the delicate eye area and not just sensitive skin, it's quite exciting to see an eyecare brand providing this solution."*

### Pam Theriot

(Clinical Director, Dry Eye Centre , Lusk Eye Specialists & author of 'the ultimate guide to makeup removers for sensitive eyes')



Formulated with only 7 ingredients



Patented Ionized water technology



Clinically tested



Removes even waterproof makeup

# OPTASE® LIFE

## What is Optase Life?

Optase® Life is a new range of eye doctor approved skincare and lifestyle solutions specifically formulated for people who frequently experience dry, sensitive and/or irritated eyes.

**OPTASE® LIFE SENSITIVE EYE MAKEUP REMOVER CLEANSSES EFFECTIVELY AND MINIMIZES THE RISK OF FURTHER IRRITATION**

**80%** less surfactant than a regular cleanser

**50%** less surfactant than a generic micellar water

### Optase® life sensitive eye makeup remover

Clean, multi-action formulation developed specifically for eyes, with only 7 ingredients and zero preservatives

Leverages innovative ionized water technology to avoid needing additional ingredients

Multi-functional ingredients cleanse, soothe, protect, hydrate, moisturise

No excess rubbing required to remove makeup, even waterproof makeup

Specifically developed and tested on sensitive eyelids and skin

### Generic micellar waters

Generic formulations not specifically developed for eye cleansing, with many ingredients and preservatives

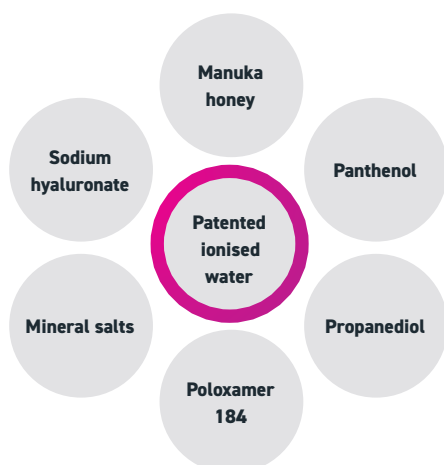
Risk of further irritation due to excess ingredients such as surfactants & polyethylene glycol

Only functions as a cleanser

Less effective formulation and therefore may require more rubbing to remove makeup

Tested on facial skin, not eyelids

**SCOPE OPTASE® LIFE SENSITIVE MAKEUP REMOVER OFFERS A SIMPLE, EFFECTIVE FORMULA THAT STRINGENTLY FOLLOWS ALL SAFETY CONSIDERATIONS AND STANDARDS**



### Formulated with only 7 ingredients:

#### Patented ionised water

Cleans, purifies and protects eyelid skin

#### Poloxamer 184

A mild and effective cleansing agent

#### Propanediol

A natural skin moisturizer that prevents dehydration

#### Panthenol

Strengthens, nourishes, and soothes skin

#### Mineral salts

A holistic range of minerals that supports the skin balance and action of the ionised water

#### Manuka honey

Moisturizing and soothing properties

#### Sodium hyaluronate

Moisturizes and provides hydration to the skin

### PRESENTATION

100ML BOTTLE

<b>Recommended use</b>	Effective makeup removal developed especially for sensitive eyelids
<b>Suitable for</b>	All skin types, all makeup types, including waterproof mascara. Formula suitable for eyelash extensions
<b>Contact lens compatible</b>	Yes
<b>Length of use from opening</b>	6 months
<b>Shelf Life</b>	36 months
<b>UPC Code</b>	860004006848
<b>Price</b>	\$15.95



For more information and samples, please contact your local Scope representative or contact us directly at [hello@optase.com](mailto:hello@optase.com)

1. Misery L, et al; Association of Sensitive Eyes with Sensitive Skin: A Worldwide Study of 10,743 Subjects. Skin Pharmacol Physiol 2 May 2022; 35 (3): 148–155. <https://doi.org/10.1159/000522056>  
2. Scope Data on File 2023.



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