

GROWTH FACTOR EYE SERUM, ZO SKIN HEALTH

WITH WENDY E. ROBERTS, MD



WHAT IS ZO SKIN HEALTH'S GROWTH FACTOR EYE SERUM?

Wendy E. Roberts MD: I have been using the new Growth Factor Eye Serum since it was released this year. It is an extension of the clinically proven ZO Growth Factor technology which has enzymatic and plant-derived growth factors.

This Eye Serum works to improve the appearance of expression lines, creasing, and hollowness while also plumping the delicate skin of the eye area for a healthy and visibly revived look. The key ingredients are a neuropeptide that is fast-acting and improves the appearance of lines and wrinkles and Sodium Acetylated Hyaluronate, which is fast acting and very hydrating to help plump and fill in those creases.

HOW DOES ZO SKIN HEALTH'S GROWTH FACTOR EYE SERUM STAND OUT FROM OTHER EYE PRODUCTS ON THE MARKET?

Dr. Roberts: I think it is remarkable for the amount of quality ingredients that work together to deliver outstanding results. Most eye products have just one active ingredient and a supporting cast of unknowns, but this product is star studded with hyaluronic acid, peptides, and microcirculation supporters to decrease puffiness. Plus, it comes via a cooling wand that immediately decreases puffiness and feels amazing after a long hard day.

HOW DO YOU SUGGEST THAT YOUR PATIENTS USE THIS PRODUCT?

Dr. Roberts: Start your day off with it and use it mid-day if you can. It's a slim design so you can throw in your makeup bag to reapply. Use it in the evening. Come home, put up your feet and apply to eye area for instant relief and pampering that will also improve the look of your eyes. This product should be used a minimum of twice daily, but if you're not wearing makeup, then you can use it all



throughout the day. I compare it to drinking water; you try to drink it all day long to stay maximally hydrated. I tell patients to draw small, gentle circles into the eye orbital area when applying for best results.

WHAT TYPE OF RESULTS ARE YOUR PATIENTS SEEING WITH REGULAR USE?

Dr. Roberts: My patients like this new eye serum very much. They are seeing more volume restored into the eye area along with a reduction in the appearance of expression lines and eye wrinkles. The serum is silky smooth, and the cooling applicator also revives that look of tired eyes! If they start using this serum early, in their late 20s and 30s, it can keep their eye area looking younger for longer.

WHAT PROCEDURES DOES THIS PRODUCT COMPLEMENT?

Dr. Roberts: Everything! If you are just doing lower face rejuvenation but don't want the eye area to look neglected, this product complements all procedures involving the eye area including fillers, Botox, microneedling, lasers, radiofrequency, plasma, and chemical peeling.

HOW DOES SKINCARE FIT IN WITH YOUR PRACTICE PHILOSOPHY?

Dr. Roberts: Dermatologists are the experts in skin, hair, and nails. As a generational dermatologist, I develop healthy skin and preventative-aging programs for all of my aging patients at all their stages of life, from infancy to elderly. Skincare is the foundation of healthy skin. Skin barrier is key to healthy skin. The more we expose our skin to the cosmeceutical building blocks, the healthier and more youthful our skin will be. In my practice, skincare is essential for every patient with any skin disorder from psoriasis to age spots and wrinkles to skin cancer. I love what I do and do what I love! ■