

SYN-EYE®

*Lineless eyes
within 7 days*

CB



June 2025

Peptides | Pharma-inspired skincare



Smoothened,
energized skin
around the eyes

dsm-firmenich 

Consumer and Customer insights

- **The area around the eye is the first part of your face to show signs of ageing.**
- **Eye area worries** is by far one the biggest consumer concern across all markets.¹
- **Eye Care products that target multiple concerns**, such as fine lines & wrinkles, dark circles, and puffiness are gaining traction in the market.²
- **The cosmetics industry is seeing a rise in peptide-based eye care products** that offer multi-faceted benefits, catering to consumer demand for more effective results.²

¹ dsm-firmenich survey

² <https://www.trendhunter.com/trends>



The delicate area around the eyes needs extra special care

- The area around the eyes is one of the most sensitive parts of the face due to its extremely delicate skin.
- It is five times thinner than the rest of the face. This makes the skin particularly susceptible to drying out and to irritation.
- The skin on our eyelids and under our eyes is very vascular, meaning that a lot of blood flows through the vessels around the eyes.
- With tiredness or age, blood and lymph microcirculation around the eyes may slow. This is what provokes the appearance of signs of dark circles or puffiness.
- Over the years the production of collagen slows down and an extensive muscle contraction contributes to the formation of lines and wrinkles.

For these reasons, this area of your skin is worth taking extra special care.



Market products that address various concerns around the delicate eye area



Advanced Eye and Lash Formula

As a multi-faceted solution, the product targets the appearance of fine lines, dark circles, and puffiness.



Ultimate Brilliance Eye Cream

High-performance eye cream that addresses issues such as dullness, dark circles, sagging, wrinkles, and muscle tension between the eyebrows..



Multi-Peptide Eye Serum

This serum utilizes multiple peptide technologies help reduce the appearance of crow's feet and under eye wrinkles, eye bags, puffiness, and dark circles, leaving the eye area looking brighter, smoother and less puffy.

Our solution: SYN-EYE® CB



SYN-EYE® CB targets sensitive, dry, dull-looking skin, wrinkles and fine lines, dark circles and puffiness around the delicate eye area.

Look fresher and younger longer in just a few applications dsm-firmenich combines 4 ACTIVES & 4 TECHNOLOGIES for intense, multiple effects.

Delivers results in 7 days!

SYN-EYE® CB

ID Card

INCI NAME:	Aqua, Palmitoyl Tripeptide-5, Panthenol, Sodium Hyaluronate, Dunaliella Salina Extract, Pentylene Glycol, Citric Acid		
TECHNOLOGY:	- Combines the latest cutting-edge SYN®-Peptide technology, produced via Green Chemistry Science with superior bioactives in a multifunctional eye care formula - TFA-free¹ 69.9% of natural origin (according to ISO 16128)		
TECHNICAL:	Form: Liquid pH of use: 4.5–6.0	Use level: Up to 1% Preservative: no Phenoxyethanol	Solubility: Miscible in water
BENEFITS:	- Visibly reduces the appearance of lines and wrinkles around the eye within 7 days ** - Shows a visibly brighter skin color in dark circle area after only 14 days ** - Helps to reduce skin roughness, making the delicate skin around the eye look smoother and fresher. **		
REGISTRATION CERTIFICATION			

¹ Non-intentionally added TFA
* *in vitro* ** *in vivo*

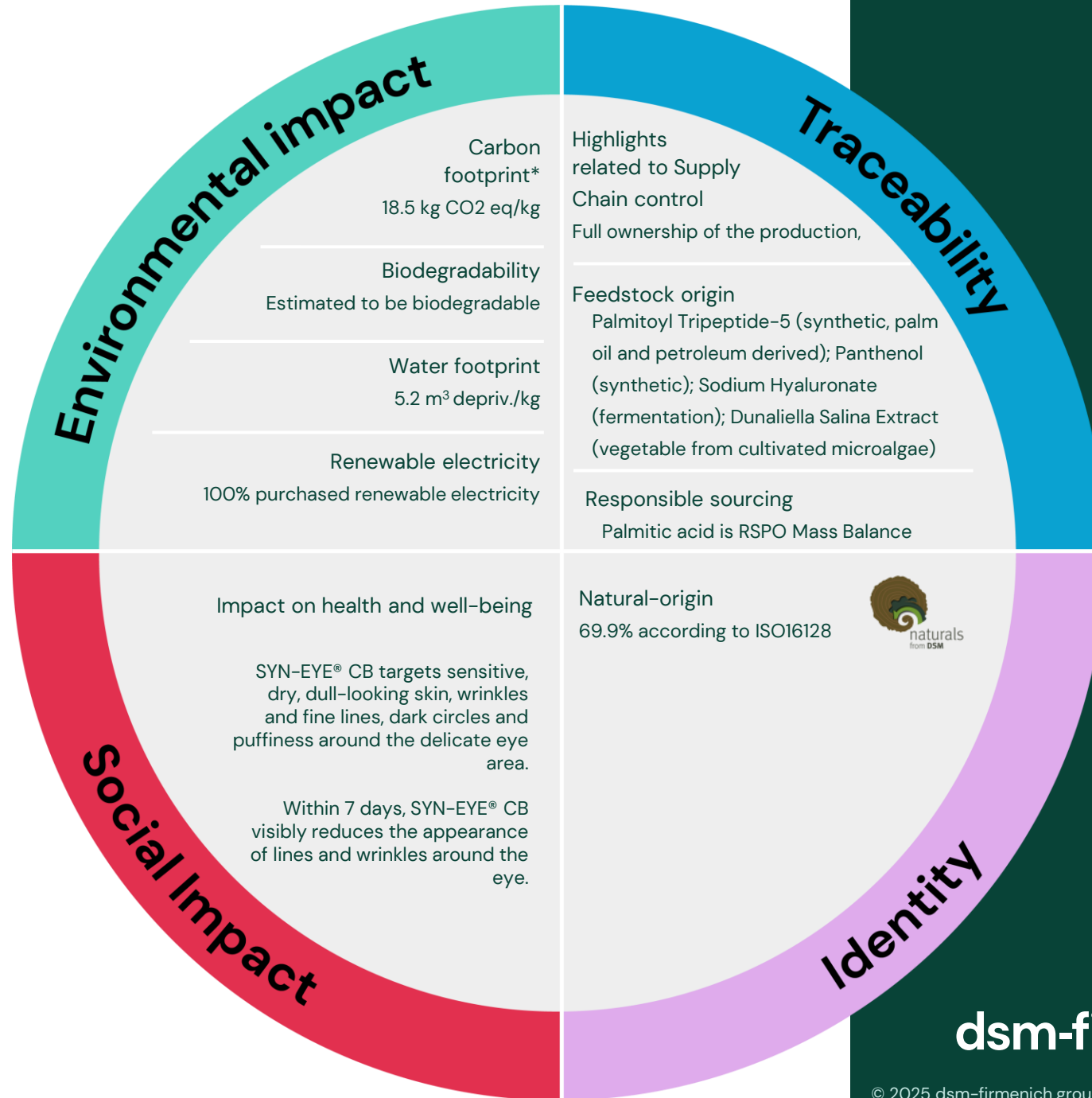
SYN-EYE® CB

INCI name: Aqua, Palmitoyl Tripeptide-5, Panthenol, Sodium Hyaluronate, Dunaliella Salina Extract, Pentylene Glycol, Citric Acid
Product Code: 5038465

SYN-EYE® CB

combines the latest SYN®-Peptide technology with superior bioactives in a multifunctional eye care formula

The carbon and water footprint calculations are based on internally conducted LCA according to ISO 14040/44 guidelines, dsm-firmenich LCA policy and validated by internal reviewers.



Aligned with and contributing to the
SUSTAINABLE DEVELOPMENT GOALS



dsm-firmenich 

SYN-EYE® CB

A natural peptide for sustainable formulations



Carbon footprint of 18.5 kg CO₂ eq./kg. High efficiency allowing a low carbon footprint in use¹



Natural-origin peptide. SYN®-EYE CB suitable for Clean-Beauty with 69.9% naturality according to ISO 16128



Green chemistry reaction type² with an optimized synthesis reducing the number of steps



Manufactured in Europe with 100% purchased renewable electricity³

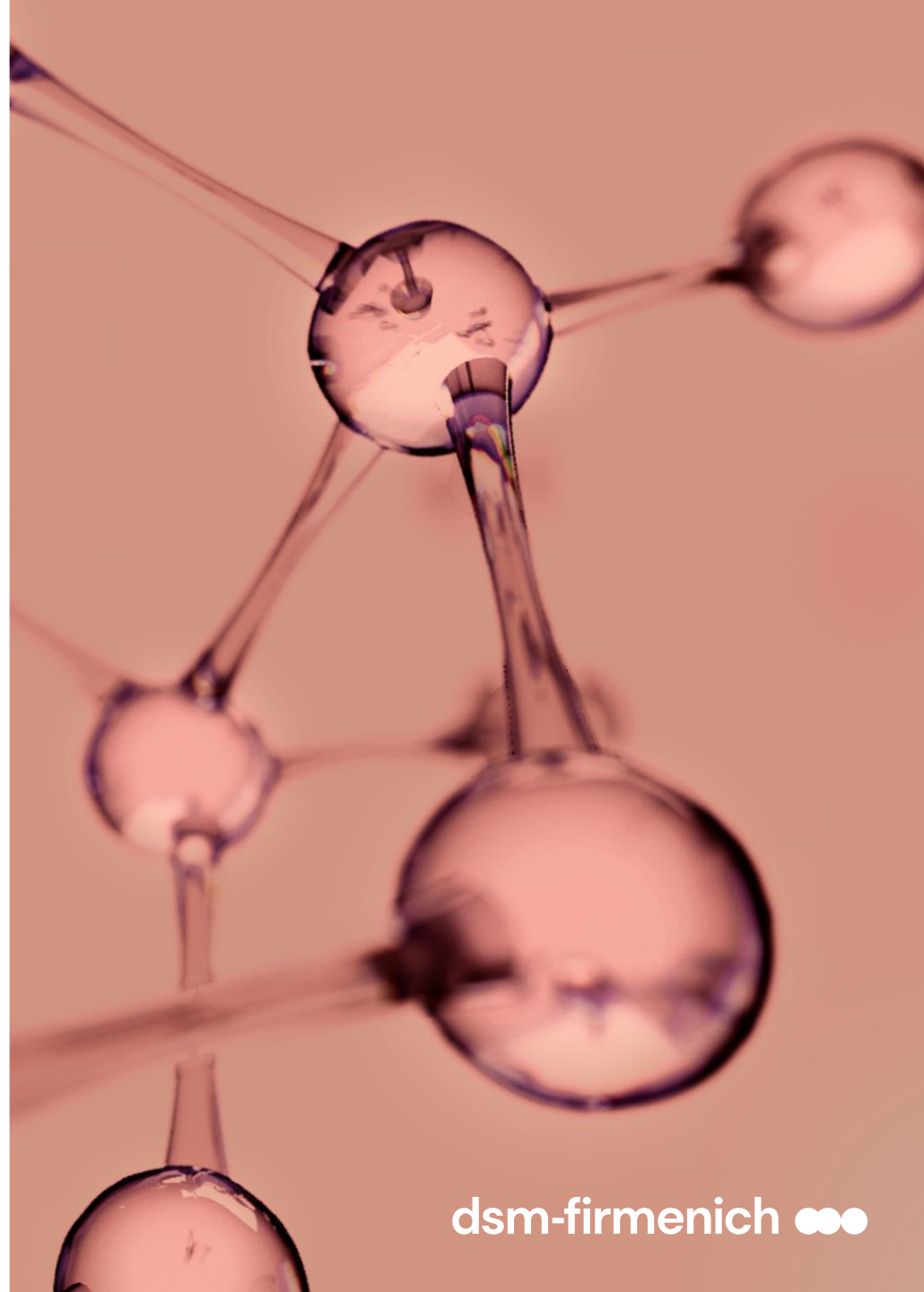


Production **without any CMR solvents or reagents**, prioritizing the safety of workers

(1) considering a 1-3% concentration of SYN®-EYE CB in final formulation, 185-555g CO₂ per kg of final formulation.

(2) Main reaction type is amidation

(3) The last production step in Pentapharm. Peptide production in Switzerland.



SYN-EYE® CB

4 Technologies & Actives

Vitamin

- **Panthenol – Pro-Vitamin B5**
- Panthenol is produced with the highest standards in a world-class dsm-firmenich-owned facility

Bio-fermentation

- **Sodium Hyaluronate**
- Highly purified HA with a molecular weight of 200–400 kDa
- Obtained by bio-fermentation

Blue biotechnology

- **Dunaliella salina extract**
- Highly purified extract of the biotechnologically produced microalgae Dunaliella, which is known to survive in the extreme environment of salt lakes

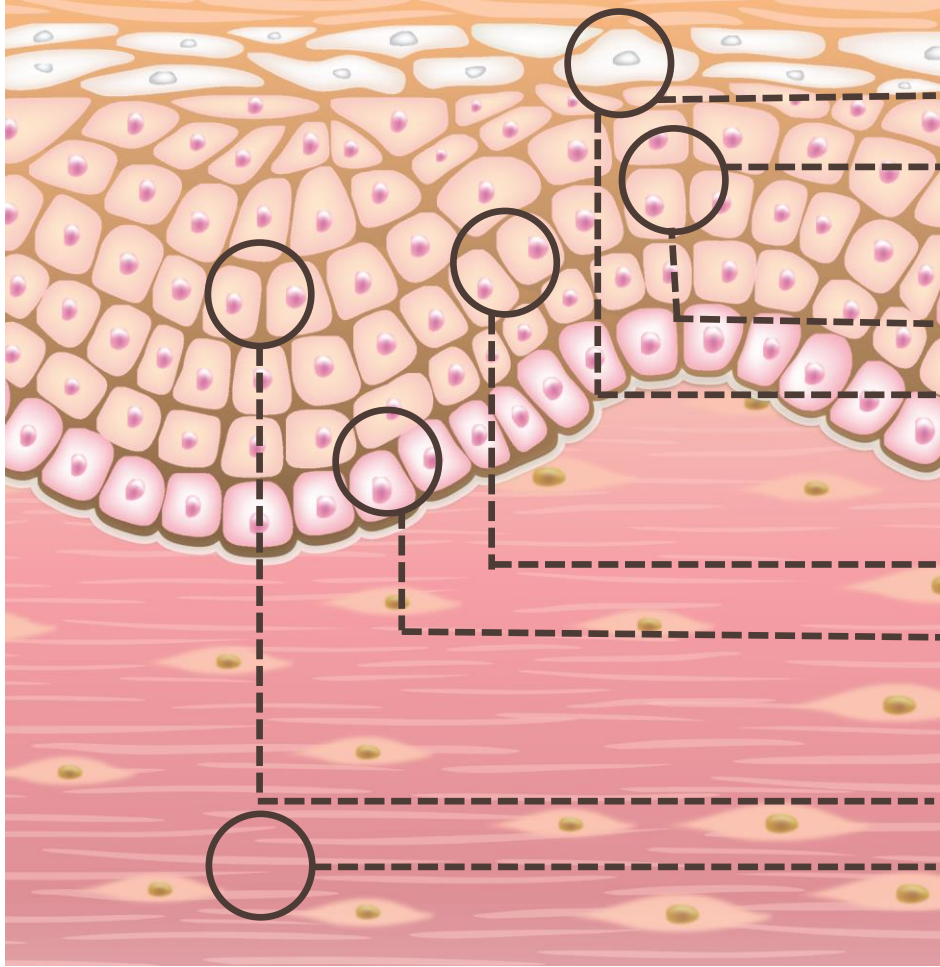
Peptide

- **Palmitoyl Tripeptide-5**
- Made by latest cutting-edge dsm-firmenich peptide technology
- Patented tripeptide with a unique amino acid sequence



SYN-EYE® CB

4 actives for various mode of actions



Panthenol

- Increased stratum corneum hydration and reduced TEWL*
- Soothes irritated skin by reduction of various inflammatory cytokines*

Sodium Hyaluronate (200 – 400Da)

- Calms reddened skin by inhibition of inflammatory cytokine IL-1 α **
- Acts as a hydration booster and fortifies the skin's natural barrier**

Dunaliella salina extract*

- Cellular energy activation (ATP) up to 140%**
- 5 days faster skin renewal **

Palmitoyl Tripeptide-5

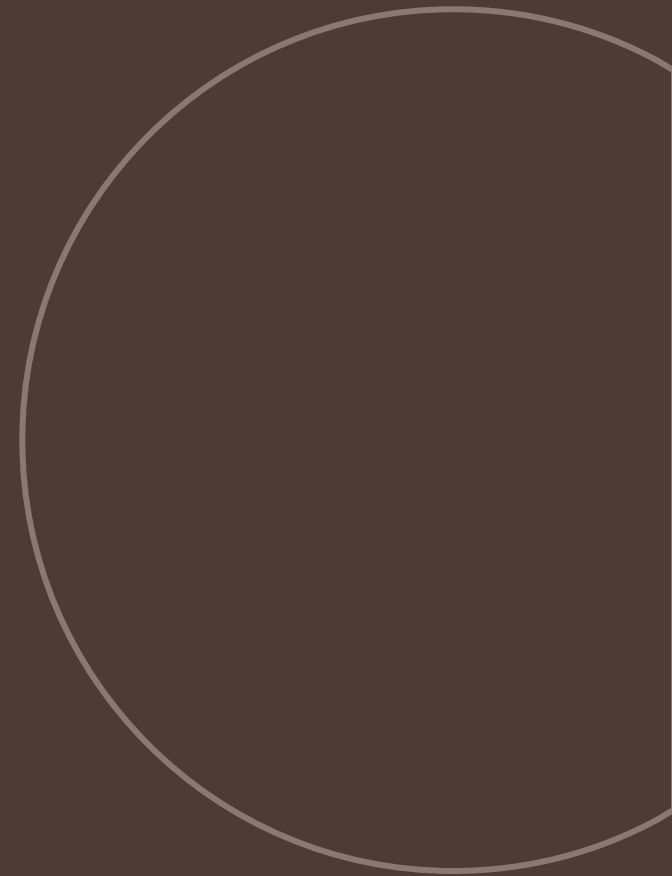
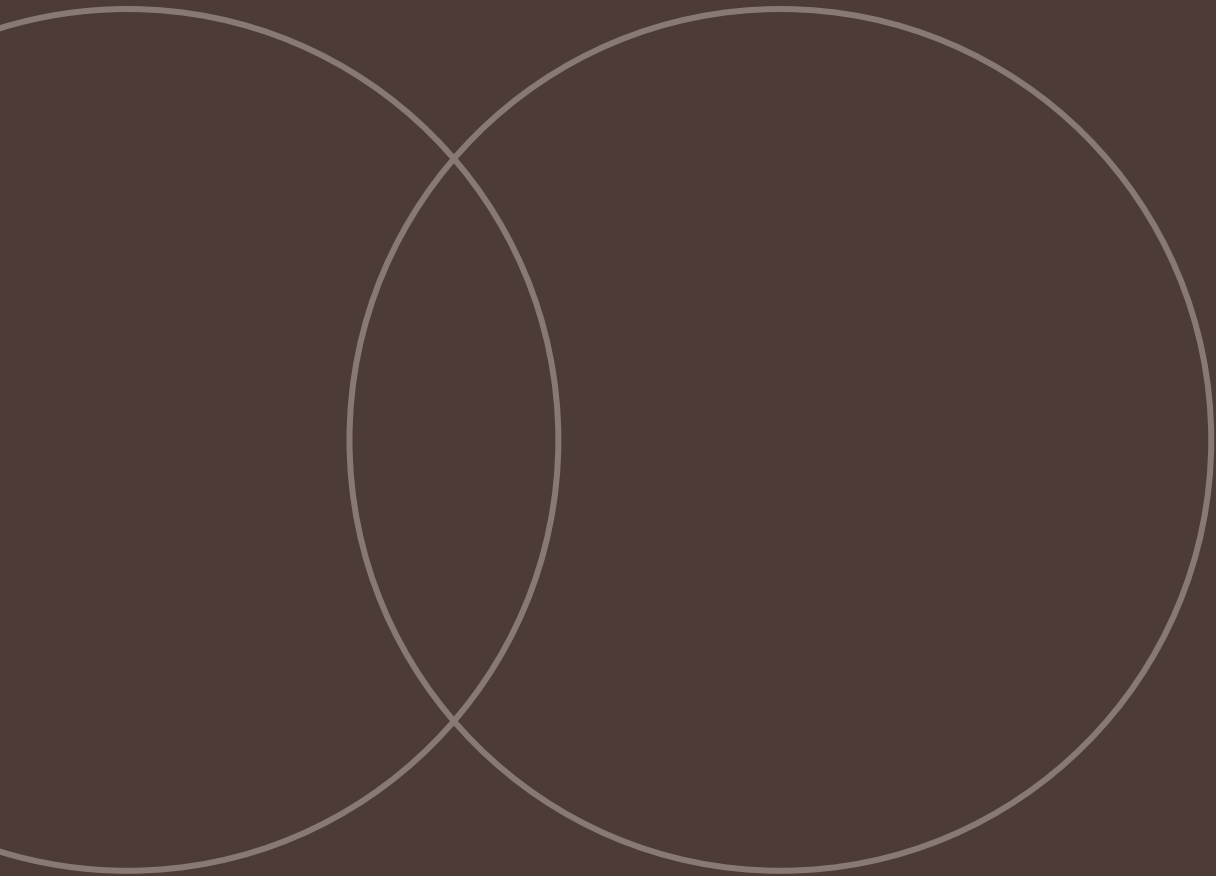
- Rebalances inflammatory cytokines (TNF α , IL-8)**
- Boosts collagen in skin, up to +76%**

* Journal of Dermatological Treatment 2017

** dsm-firmenich internal studies

SYN-EYE® CB

In vivo study



SYN-EYE® CB

In vivo study

Type of study	Half side facial comparison of cosmetic effects for SYN-EYE® CB resp. market benchmark vs. placebo
Study panel	30 Caucasian females per group, age: 35–55
Formulation	Placebo formulation Active formulation with 1% SYN-EYE® CB Active formulation with 1% Benchmark (INCI: Glycerin, Albizia Julibrissin Bark Extract, Darutoside)
Application	Application twice daily in the morning and in the evening,
Time points	• Day 0 (D0, the day before applying the test products) • Day 7 (the 7th day after applying the test products) • Day 14 (the 14th day after applying the test products) • Day 28 (the 28th day after applying the test products)
Assessment criteria	• Measurement of different parameters on wrinkle and dark circles has been conducted by Primos or DermaTop; image analysis has been performed by Newton. • Illustrations using macrophotographs • Subjective evaluation with a questionnaire

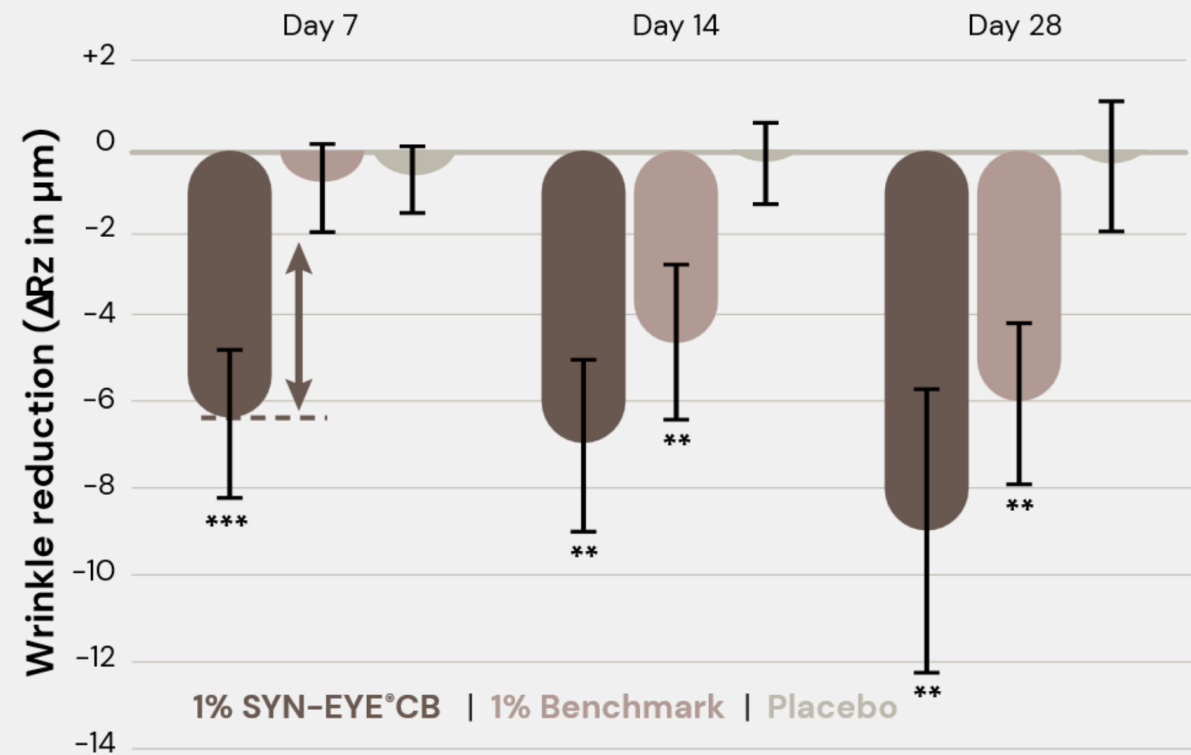


Significant reduction in the appearance of wrinkles

Within 7 days **SYN-EYE® CB** reduces the appearance fine lines and wrinkles around the eye area.

Significant compared to benchmark and placebo.

in vivo

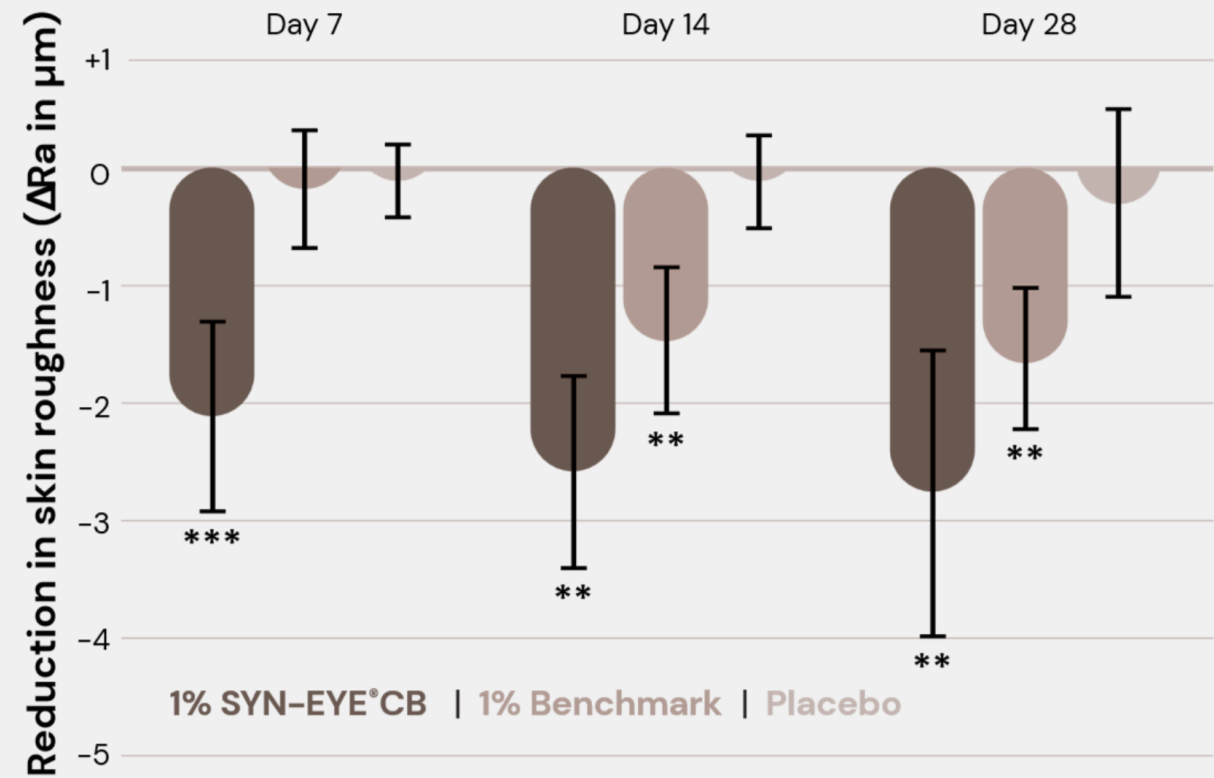


** vs. day 0 & placebo. *** vs. day 0, benchmark & placebo. p<0.05

Significant skin smoothing in 7 days

SYN-EYE® CB helps to reduce skin roughness, making the delicate skin around the eye look smoother.

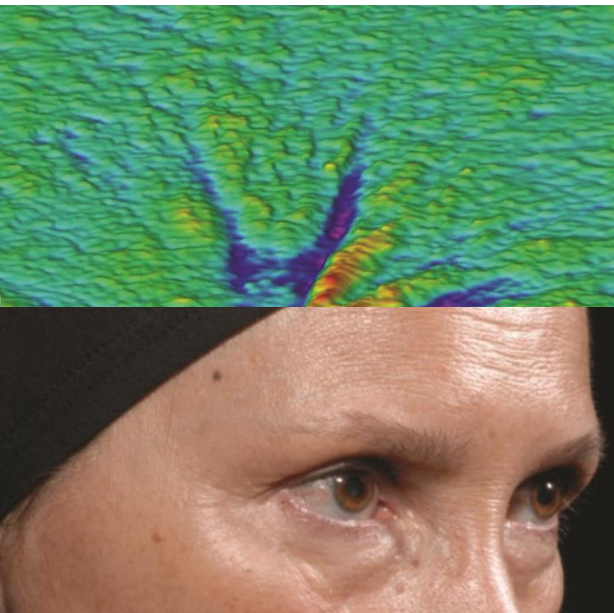
Significant compared to Day 0.



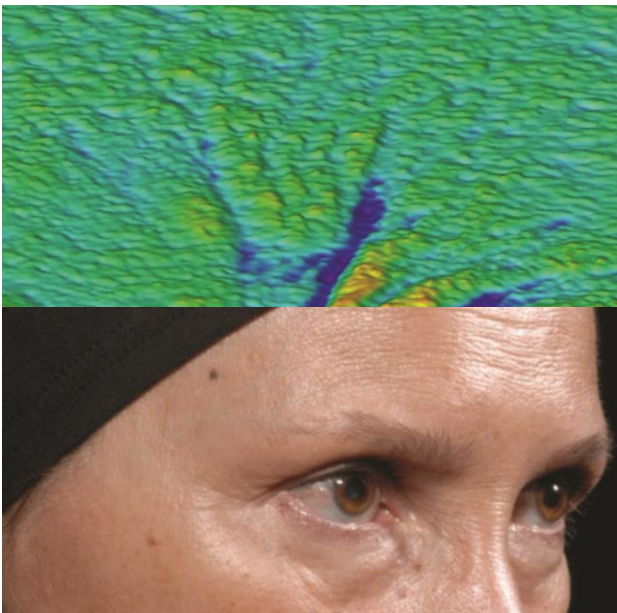
** vs. day 0 & placebo. *** vs. day 0, benchmark & placebo. $p < 0.05$

Continuous visible improvement of fine lines and wrinkles

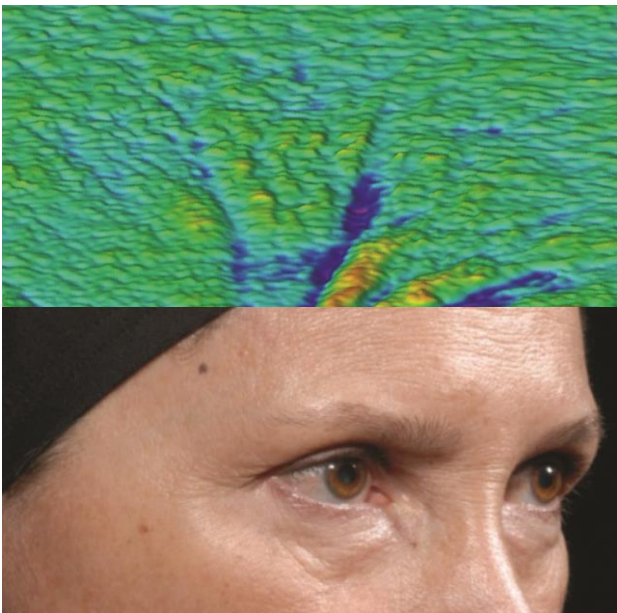
Within 7 days, **SYN-EYE® CB** visibly reduces the appearance of lines and wrinkles around the eye



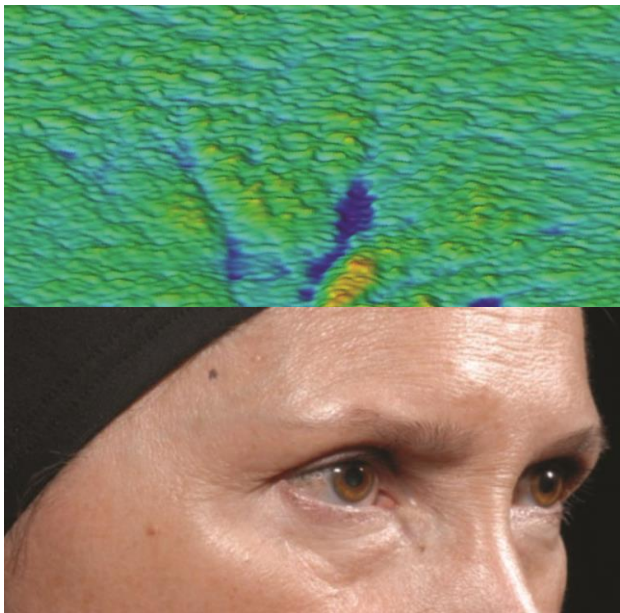
Day 0



After 7 days with 1% SYN-EYE® CB



After 14 days with 1% SYN-EYE® CB



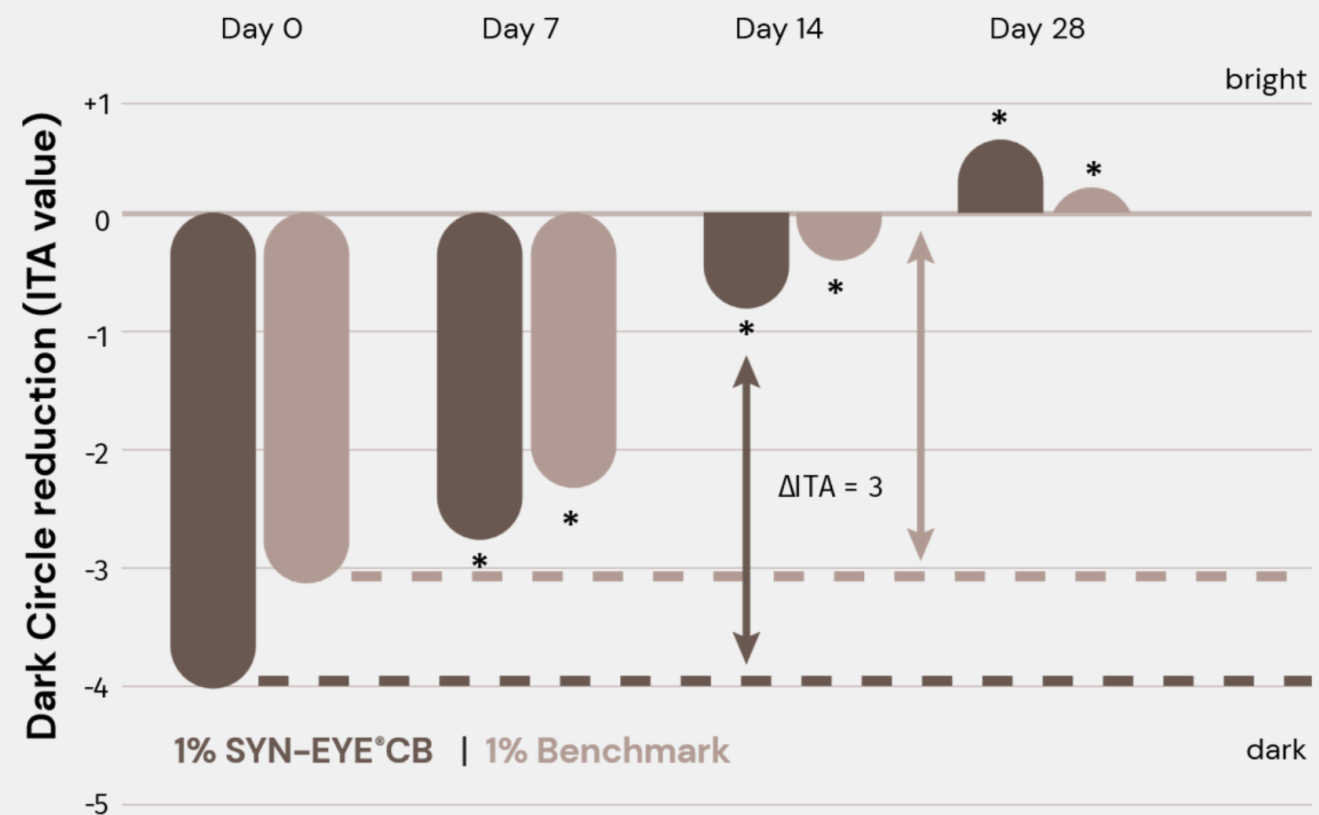
After 28 days with 1% SYN-EYE® CB

Reduces the appearance of dark circles

in vivo

SYN-EYE® CB shows a visibly lighter skin color in dark circle area after only 14 days.

Significant in 7 days.

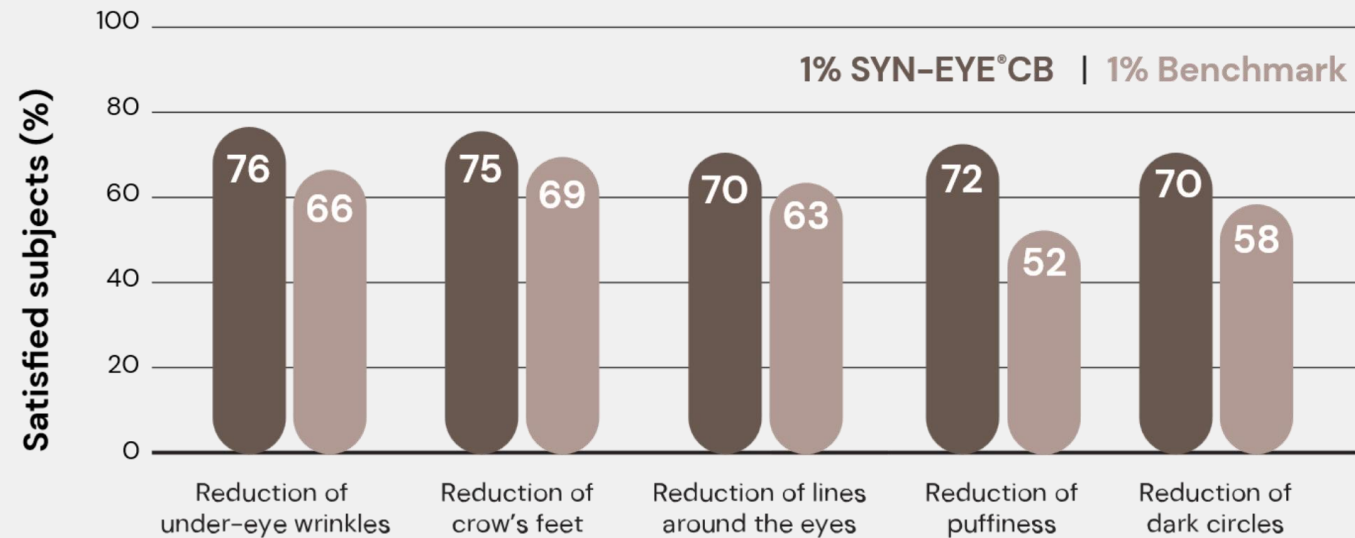


p<0.05. *vs. day 0. $\Delta ITA \geq 3$ is visible

Let's ask the consumer!

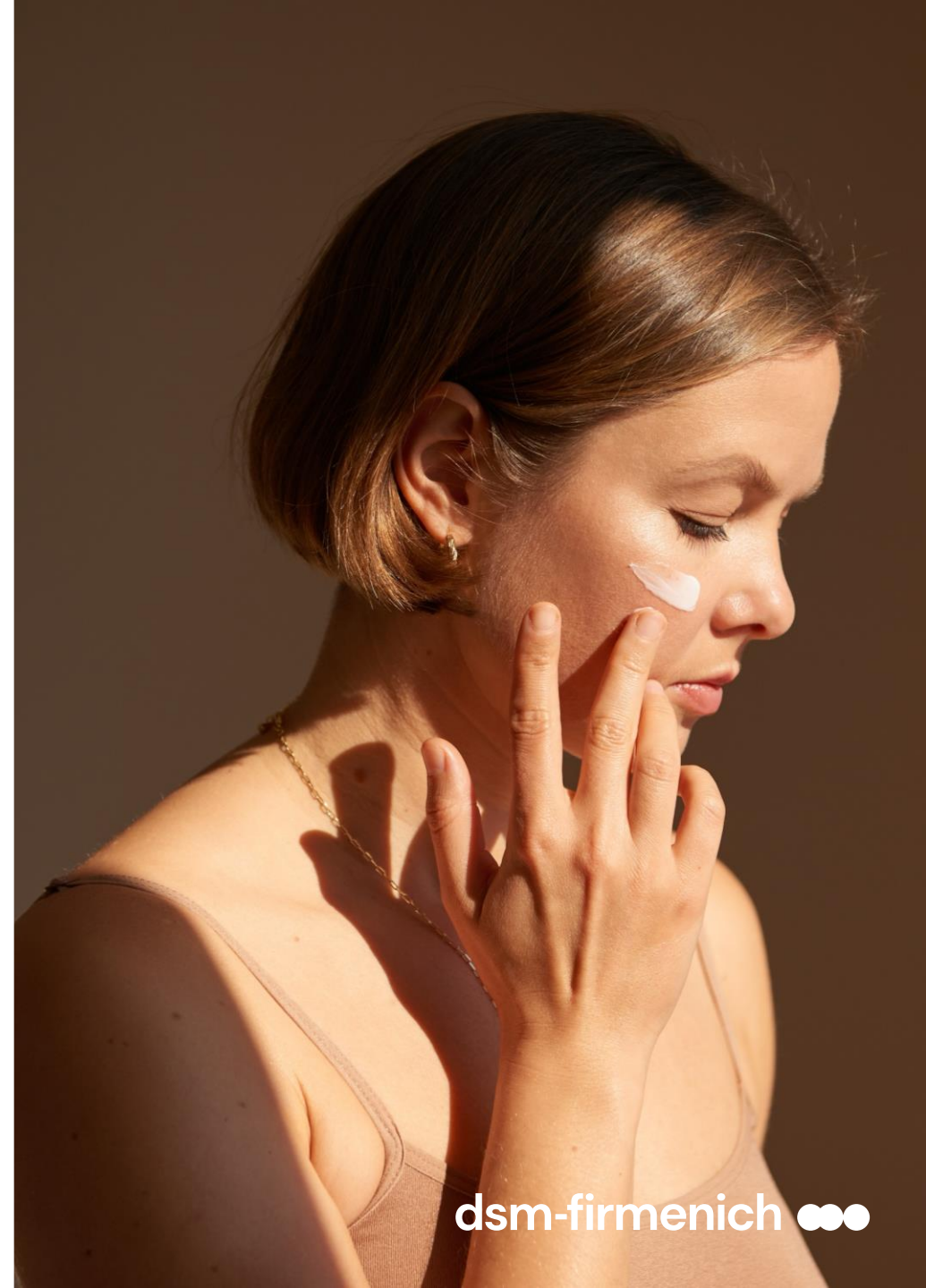
Consumer questionnaire:
products efficacy on wrinkles

Higher consumer acceptance
in all key aspects compared
to benchmark.



Formulation Guidelines

- **INCI name:** Aqua, Palmitoyl Tripeptide-5, Panthenol, Sodium Hyaluronate, Dunaliella Salina Extract, Pentylene Glycol, Citric Acid
- Completely miscible with water
- Stable at pH ranges from **4.5 – 6.0**
- It should be processed cold by addition to the formulation at a temperature below **40°C**
- Should be stored at a temperature between **2 and 8 C°**
- Suggested concentration: **1%**



At a glance

Lineless eyes within 7 days

- Powerful combination delivers results **in 7 days**
- Shows better activity than tested benchmark product
- **Reduces** the appearance of dark circles
- **Improve** skin texture and smoothens the delicate skin eye area
- **Moisturizes**, protects, and energizes the skin around the eyes



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