

FAIR SKIN



CARE PRODUCTS FOR EVEN SKIN



PRODUCT	REFERENCE NUMBER RETAIL	CONTENT RETAIL	REFERENCE NUMBER WHOLESALE	CONTENT WHOLESALE
Melafadin Cleansing Powder	3300	60 g	3300P	100 g
Melafadin Toner	3301	100 ml	3301P	500 ml
Brightening Exfoliator	3307	50 ml	3307P	100 ml
Brightening Day Protection	3311	50 ml	3311P	100 ml
Brightening Night Care	3321	50 ml	3321P	150 ml
Fair Complexion Serum	3330	30 ml		
Dark Spot Perfector	3331	30 ml		
Dark Circle Eye Cream	3360	15 ml	3360P	30 ml
Brightening Mask			3340P	150 ml
2-Phase Melafadin Concentrate	3370	4 x 10 ml		

Lots of women strive for a brighter, more even and radiant skin. It is seen as a sign of health and inner balance. FAIR SKIN products are used to make the skin tone brighter and more even, to rejuvenate sallow skin, reduce signs of skin impurities and make the complexion glow.

FAIR SKIN from JANSSEN COSMETICS is special system care for a more even skin tone. It meets the demand for a facial care routine, which combines various care products that optimally supplement or even reinforce each other with regard to ingredients and effect.

When selecting the ingredients, attention was paid that they harmonise with each other, work efficiently and also have good skin compatibility. The use of Hexylresorcinol is something new. In contrast to many other active substances, which lead to skin irritation amongst sensitive users, the skin is gently brightened by the use of Hexylresorcinol and is also given anti-aging protection.

It's proven that the complexion can be brightened with regular use!

PORCELAIN COMPLEXION

Flawlessly pigmented skin is something which is desired by all women. Bright and even skin engenders a very special kind of radiance. We are usually familiar with this from youthful skin. It is evenly pigmented and bursting with freshness and energy.

SKIN COLOR

A person's skin color is determined firstly by the thickness of the horny layer and the intensity of circulation, and secondly by the quantity and distribution of the skin's native pigment, melanin. On exposure to UV radiation, melanin serves as natural skin protection.

MELANIN FORMATION

Melanins are yellowish-brown to brownish-black pigments. They determine the color of the skin, hair and eyes. In the skin, the melanin is formed in cells which are called melanocytes.

The melanocytes in the epidermis are found in the basal cell layer, the bottom layer of the epidermis. The melanocytes are stimulated by alpha-MSH (α -MSH), a cell hormone which is secreted by the surrounding keratinocytes during exposure to UV radiation.

α -MSH accumulates at the surface of the melanocytes and therefore increases melanin synthesis in these cells: it activates the enzyme tyrosinase, which converts the amino acid tyrosine in several intermediate steps to produce melanin precursors. These then mature to form melanin.

A number of melanin pigments are comprised to form small packages, what are called melanosomes, and are distributed to the surrounding keratinocytes via cellular protrusions. These absorb the melanosomes, release the melanin and store it in their cell bodies to protect against UV radiation. During the natural hornification process, the pigmented skin cells move to the surface of the skin and are cast off.

The percentage of melanocytes in human skin is identical in the case of both bright- and dark-skinned persons. The variance is attributable to the difference in the melanocytes' activity. In the final analysis, the quantity of melanin which is produced determines whether we are bright- or dark-skinned.

CHANGES IN MELANIN FORMATION

Different environmental stimuli disturb the melanocytes' function or destroy them.

This is visible in the form of irregular skin coloration (hyperpigmentation or depigmentation).

A range of other factors additionally intensifies hyperpigmentation. These skin changes* are usually harmless:

- Chronic heat, e.g. due to a thermal blanket
- Chronic pressure, e.g. due to rubbing bra supports or belts
- Inflammation, visible after e.g. acne pustules have healed
- Hereditary disposition such as e.g. freckles, café au lait fleck
- Hormonal influences, e.g. due to pregnancy (chloasma) and use of oral contraceptives
- Drugs, e.g. antibiotics, anti-rheumatic agents or soporifics increase sensitivity to light
- Phototoxic reaction to e.g. bergamot oil (Berloque dermatitis)
- Exhausted skin repair system, visible in the form of liver spots and pigmentation flecks

INHIBITION OF MELANIN FORMATION

Scientists have precisely studied the skin's complex bronzing activity and have undertaken specific research into active substances which inhibit melanin synthesis at its very source. JANSSEN COSMETICS has used this information to develop a cosmetic concept for blocking the skin's native melanin synthesis.

ACTIVE SUBSTANCES

Specifically blocking melanin synthesis in just 4 stages is only possible thanks to the skilled combination of innovative active substances:

1. Organic UVA and UVB filters and inorganic, microfine titanium dioxide
2. Lipoamino acid
3. a) Hexylresorcinol, Waltheria indica extract and Morus Alba
b) Vitamin C phosphate and vitamin C
4. SORR (highly-effective plant extract consisting of Siegesbeckia orientalis and Radosia rubescens)

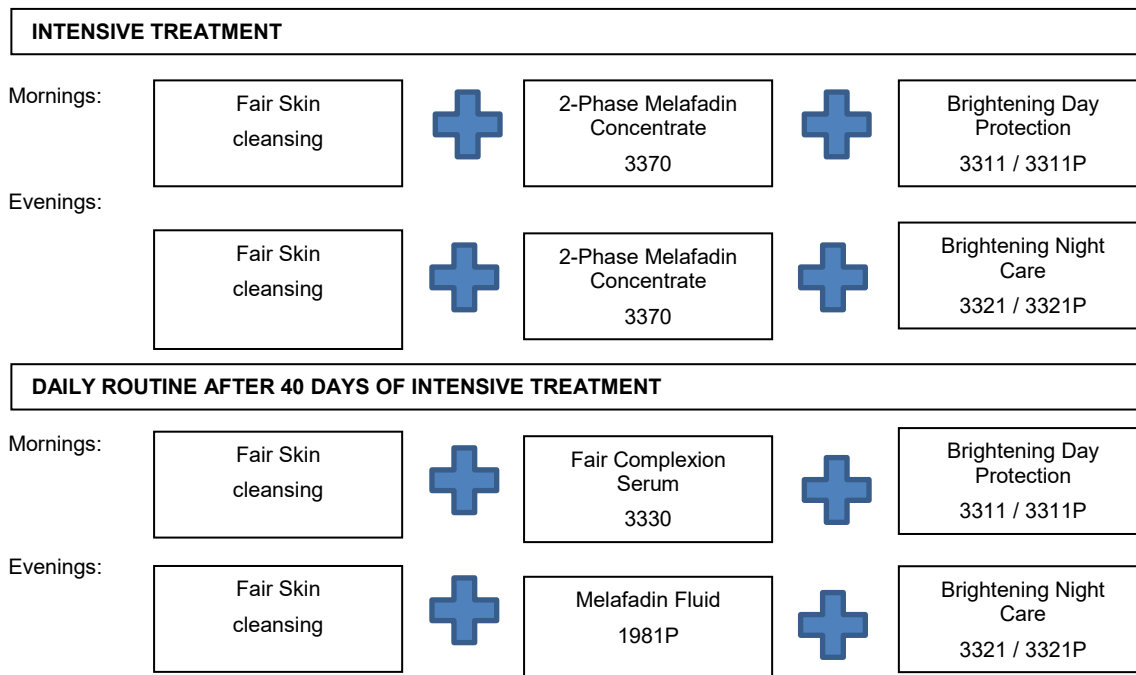
Conclusive studies on the skin-brightening effect of the active substances are available.

4 STEPS TO A BRIGHTER SKIN WITH A DAILY CARE ROUTINE

1. Protection of the skin against UVA and UVB radiation
2. Blockage of the α -MSH receptors at the surface of the melanocytes
3. a) Inhibition of tyrosinase
b) Inhibition of melanin maturation
4. Inhibition of melanin absorption into the keratinocytes

The following graphic presentation of the individual home care products of the range shows in which way the products should be combined to achieve the complete 4 levels of skin brightening. Pass this recommendation for a **daily care routine** on to your customers.

Only then are the functions of the active substances from steps 1, 2, 3a and 3b and 4 completely treated as a system and can deliver sustained visible results.



TREATMENT DURATION

The skin's melanin content is reduced through the regular application of FAIR SKIN cosmeceuticals. The skin therefore becomes brighter and pigmentation flecks paler.

In the case of darker skin tones and locally limited pigment enrichment (pigmentation flecks), experience has shown that a few weeks of daily application are required until skin brightening becomes clearly visible. This is understandable when it is considered that melanin which has already formed takes approximately four weeks to be transported upwards from the lowest layers and then cast off as part of the skin's normal regeneration process.

Depending on the skin's natural renewal process, the original skin tone is restored after ceasing application of the brightening FAIR SKIN care products. This is usually the case after 3 to 4 weeks. It is therefore sensible to continue the brightening treatment without interruption.

The effectiveness and skin tolerability of FAIR SKIN's skin-brightening active substances have been verified, and these active substances are unreservedly recommended for long-term application.

* It is advisable to consult a dermatologist in the case of conspicuous skin discolorations and changes.

FAIR SKIN

- **Creamy, soft foam**
- **Gentle, intensive cleansing for radiantly bright skin**
- **For a clear and matt complexion**
- **Leaves the skin feeling clean and fresh**
- **Pleasant fragrance**



Home care application

Pour the powder into the palm of your hand and mix with a little water to form a creamy foam. Distribute over the face and neck in the sense of a cleansing massage. Wash off with plenty of water or a moist washing cloth. Apply regularly in the morning and evening to cleanse the skin.

***Tip:** Above all, "soap fans" who love a creamy foam for cleansing should work the powder into a foam with a little water using a brush. An even more intensive effect is achieved if Melafadin Toner is used to mix the cleansing powder.*



RET.
60 g
Ref.
3300

WHS.
100 g
Ref.
3300P

Melafadin Cleansing Powder

CLEANSING POWDER FOR BRIGHTER SKIN

The first step to achieving radiantly bright skin is mild and gentle cleansing with Melafadin Cleansing Powder.

The white and pleasant-smelling powder contains pure vitamin C for effectively brightening the skin. As soon as it is mixed with water to form a creamy foam, plant-based active surface substances remove impurities from the surface of the skin: dust, make-up, cream residues and the skin's native lipids are then simply rinsed from the skin with plenty of water.

Application in the beauty salon is also something very special and can be used as a cause for celebration: pour a little powder into a mask bowl, add a few splashes of Melafadin Toner and mix with a mask brush to form a creamy foam. Distribute the foam over the face, neck and neckline. To ensure thorough cleansing, gently massage over the skin with moistened palms. Remove residues using moist, warm compresses or mask sponges.

The skin is left feeling pleasantly clean and fresh right at the beginning of the skin-brightening treatment.



ACTIVE SUBSTANCES

- **Pure vitamin C:** Ascorbic acid, inhibits melanin maturation
- **Condensate consisting of coconut fatty acid and amino acid:** Cleansing tenside based on replenishable raw plant materials
- **Titanium dioxide:** White pigment for optically brightening the skin
- **Talcum:** Absorbent
- **Silicone powder:** Carrier substance

FAIR SKIN

- Refreshing tonic for brightening the skin
- Leaves the skin feeling completely clean
- For more even and finer-pored skin
- Effective start to skin brightening
- Skin-friendly pH value

RET.
100 ml
Ref.
3301

WHS.
500 ml
Ref.
3301P



Melafadin Toner

FACIAL TONIC FOR BRIGHTER SKIN

Melafadin Toner is indispensable for a fresh and even complexion. The facial tonic prepares the skin for effective care with FAIR SKIN. It inhibits the occurrence of dark flecks through highly-active plant extracts, promotes even skin and revives the complexion.

Toning is carried out directly after cleansing with the powder by gently rubbing the face. Application with a soaked cotton wool pad is refreshing and simple. Applying the tonic with flat hands is richer in energy and warming. To do this, simply rub the palms of the hands together intensively and distribute a few splashes of Melafadin Toner on them. Then press both hands flat onto the face, applying gentle pressure.

In the beauty salon, Melafadin Toner is an essential component for dissolving Melafadin Cleansing Powder. The tonic and cleansing powder are simply worked into a foam using a brush and are then immediately distributed over the skin. This is efficient and professional facial cleansing in just one step.



Home care application

Pour Melafadin Toner onto a cotton wool pad and stroke gently over the skin after cleansing.

Tip: Melafadin Toner is outstandingly suitable for working Melafadin Cleansing Powder into a foam. Using a brush, simply mix the tonic and cleansing powder in a mask bowl until the desired foam density is achieved. The creamy, soft foam pampers the skin even during application.



ACTIVE SUBSTANCES

- **Morus alba:** Extract from the roots of the white mulberry tree; inhibits tyrosinase and stabilizes it in its inactive form
- **Plant extract SORR:** Highly-active extract consisting of Siegesbeckia orientalis and Rabdosia rubescens; inhibits melanin absorption into the keratinocytes, has a soothing and antioxidant effect, promotes an even, radiant complexion
- **Glycerin:** Moisturizing and skin-smoothing
- **Aloe vera:** Soothing, skin-clarifying, moisture-boosting
- **Allantoin:** Regenerating and soothing



FAIR SKIN

- **Removes dark-pigmented horny cells**
- **For radiantly bright and more even skin**
- **Promotes a fine-pored, clear skin profile**
- **Stimulates the formation of new skin cells**
- **Perfect preparation for all intensive skin-brightening treatment**

RET.
50 ml
Ref.
3307

WHL.S.
100 ml
Ref.
3307P



☰ Brightening Exfoliator

PEELING CREAM FOR MORE EVEN SKIN

Irregular melanin distribution is comparable to a black and white drawing: dark discolorations convey a flecked image. A good eraser acts as a remedy and ensures an even surface.

Brightening Exfoliator visibly brightens dark skin and pigmentation flecks. Rounded abrasive particles eliminate the gray film on the skin and recognizably reduce irregular dark discolorations. The addition of citric and glycolic acid supports the mechanical exfoliation effect. In the same manner as a chemical peeling, surplus horny material and the melanin accumulated within it are effectively dissolved and finally removed.

Brightening Exfoliator leaves the facial skin looking clear and fresh. Flecked, "old" skin is removed and the formation of new skin cells is stimulated. The special FAIR SKIN products develop their optimal, skin-brightening effect in this regular cycle.



Home care application

Distribute onto the skin on the face, neck and neckline twice a week after cleansing and massage, applying gentle pressure. Rinse off residues with plenty of water.

Tip: A cleansing brush enhances the peeling effect.

Note: it is vital to avoid direct exposure to the sun after each peeling treatment.



ACTIVE SUBSTANCES

- **Perlite beads:** Rounded peel granules made of natural minerals that mechanically remove horny layers of skin
- **Citric acid:** Dissolves the cement substance between the horny cells and improves the skin's surface structure in the same manner as a chemical peeling
- **Glycolic acid:** Dissolves the cement substance between the horny cells and improves the skin's surface structure in the same manner as a chemical peeling
- **Titanium dioxide:** White pigment for optically brightening the skin



FAIR SKIN

- **Protects against tanning UV rays**
- **For visibly brighter and more even skin**
- **Prevents the new formation of pigmentation marks**
- **Moisturising and hydrating**
- **Excellent make-up base**



Home care application

Apply daily in the morning after cleansing and the Fair Complexion Serum to the face, neck and décolleté and gently massage in. Avoid area around eyes.

Suggestion: Suitable for the protection and brightening for all areas of the skin exposed to light, such as the back of the hand and décolleté. This also applies in winter.



RET.
50 ml
Ref.
3311

WHLS.
100 ml
Ref.
3311P

Brightening Day Protection

DAY CARE CREAM WITH SPF 20 FOR FAIR SKIN

Brightening Day Protection is a skin brightening care cream with integrated SPF 20, which conjures up radiant and even skin in an instant. Thanks to microfine white pigments, skin immediately appears brighter and less blemished after application. Over time, the highly effective active ingredient, hexylresorcinol, provides a skin brightening effect.

Hexylresorcinol is a powerful tyrosinase inhibitor which has been proven to significantly brighten skin within 8 weeks. In addition, hexylresorcinol exhibits clinically proven anti-ageing effects which can be attributed to the stimulation of the collagen and elastin synthesis.

Alongside the skin brightening effect, the Brightening Day Protection provides plenty of moisture and care. The soft formula contains saccharide isomerate, a skin-identical carbohydrate complex which supplies the skin with moisture for a period of 72 hours. The light protection filter combination of UVA and UVB filters protects the skin against sun-related skin ageing, whilst at the same time preventing UV-related pigmentation.

The result: Complexion immediately appears more even and radiant after application. With regular use (at least 8 weeks), gentle brightening of the skin tone can be achieved.



ACTIVE SUBSTANCES

- **Hexylresorcinol:** The highly effective active ingredient is a powerful tyrosinase inhibitor which has been proven to brighten skin by 37% within 8 weeks. In addition, hexylresorcinol exhibits clinically proven anti-ageing effects (significant improvement to unevenness, radiance and fine wrinkles)
- **Saccharide isomerate:** Moisturising substance derived from natural sugars; is firmly bonded to the skin keratin and results in optimal moisture penetration of the skin due to its very good water binding capacity
- **Titanium dioxide:** Inorganic, microfine UV filter, physical light protection with visible brightening of the skin which is immediately evident
- **UV-Filter:** Organic-chemical UVA and UVB light protection filters protect the skin against damage caused by UVA and UVB radiation

RET.
50 ml
Ref.
3321

WHL.S.
150 ml
Ref.
3321P



 JANSSEN
COSMETICS

FAIR SKIN

- For visibly brighter and more beautiful skin
- Moisturising and hydrating
- Reduces wrinkles
- Soft, smooth feel on the skin



Home care application

Apply daily in the evening following cleansing and Melafadin Fluid to the face, neck and décolleté and gently massage in. Avoid area around eyes.

Brightening Night Care

SKIN BRIGHTENING NIGHT CARE

Brightening Night Care is a skin brightening and moisturising night care for a flawless, even complexion. The pleasantly light formula perfectly complements the Brightening Day Protection and ensures that skin is also continuously supplied with effective skin brightening active ingredients during the night. At the same time, it supports the skin's nightly regeneration.

Brightening Night Care contains hexylresorcinol, a highly effective skin brightener with anti-ageing properties. Clinical studies have shown its strong performance in relation to the skin brightening effect and an improvement in the evenness of skin tone. The anti-ageing benefits are attributed to the collagen and elastin-stimulating activity of the active ingredients. In addition to hexylresorcinol, an effect enhancer made from waltheria indica extract, bioactive fruit acids and a complexing agent is used. The synergistic complex inhibits the activity of tyrosinase, binds copper ion, which is important for melanin synthesis, and also supports the natural exfoliation of the skin. This gentle peeling encourages the removal of dead skin cells with a high melanin content, whilst new cells with a lower melanin content are able to reach the surface of the skin. Short and long chain hyaluronic acids contribute an extra dose of moisture and reduce wrinkles overnight.

The result: With regular use (at least 8 weeks), gentle brightening of the skin tone can be achieved. At the same time, wrinkles are reduced.



ACTIVE SUBSTANCES

- **Hexylresorcinol:** The highly effective active ingredient is a powerful tyrosinase inhibitor which has been proven to brighten skin by 37% within 8 weeks. In addition, hexylresorcinol exhibits clinically proven anti-ageing effects (significant improvement to unevenness, radiance and fine wrinkles)
- **Effect enhancer made from waltheria indica extract, bioactive fruit acids and complexing agent:** Waltheria indica extract inhibits the tyrosinase, and the complexing agent binds the copper ion necessary for the synthesis of melanin. Fruit acids support the absorption of the plant extract through gentle peeling, thereby improving effectiveness. Clinical studies show significant brightening of the skin after 8 weeks of use
- **Short and long chain: Hyaluronic acid:** Intensively moisturising and hydrating
- **Saccharide isomerate:** Moisturising substance derived from natural sugars; is firmly bonded to the skin keratin and results in optimal moisture penetration of the skin due to its very good water binding capacity
- **Isostearyl isostearate:** ISIS for short, emollient made from regenerative plant raw materials, improves the cohesion of lipids in the stratum corneum and reduces the skin's transepidermal water loss

FAIR SKIN

- Intensive care for visibly brighter and more beautiful skin
- Moisturising and hydrating
- Immediately reduces wrinkles caused by dryness



Home care application

Apply Fair Complexion Serum daily in the morning after cleansing and before the care cream to the face, neck and décolleté at the same time, and gently massage in. Avoid area around eyes.

RET.
30 ml
Ref.
3330



Fair Complexion Serum

SKIN BRIGHTENING DAY CONCENTRATE

Fair Complexion Serum is the perfect addition to the Brightening Day Protection. The brightening booster is applied before the cream and strengthens its effect perfectly.

Fair Complexion Serum contains hexylresorcinol; a highly effective skin brightener with anti-ageing properties. Clinical studies have shown its strong performance in relation to the skin brightening effect and an improvement in the evenness of skin tone. The anti-ageing benefits are attributed to the collagen and elastin-stimulating activity of the ingredients. In addition to hexylresorcinol, a natural complex made from phytic acid and mulberry extract is used. Mulberry extract and phytic acid inhibit the tyrosinase. In addition, phytic acid stimulates cell regeneration. All dead skin cells (higher melanin content) loosen and are cleared away, whilst new cells (with significantly lower melanin content) are able to regrow freely. Short and long chain hyaluronic acids contribute intensive moisture and immediately smooth wrinkles caused by dryness.

The result: With regular use (at least 8 weeks), gentle brightening of the skin tone can be achieved.



ACTIVE SUBSTANCES

- **Hexylresorcinol:** The highly effective active ingredient is a powerful tyrosinase inhibitor which has been proven to brighten skin within 8 weeks: +37 % In addition, hexylresorcinol exhibits clinically proven anti-ageing effects (significant improvement to unevenness, radiance and fine wrinkles)
- **Complex of mulberry extract and sodium phytate:** Mulberry extract and phytic acid inhibit the tyrosinase. Phytic acid also stimulates cell regeneration. All dead skin cells (higher melanin content) loosen and are cleared away, whilst new cells (with significantly lower melanin content) are able to regrow freely
- **Short and long chain hyaluronic acids:** Intensively moisturising and hydrating
- **Saccharide isomerate:** Moisturising substance derived from natural sugars; is firmly bonded to the skin keratin and results in optimal moisture penetration of the skin due to its very good water binding capacity

FAIR SKIN

- **Reduces age spots when used regularly**
- **Prevents new age spots from forming**
- **Gives the skin a fresher and more even complexion**
- **Provides moisturisation**
- **Reduces wrinkles caused by dryness**
- **Smooths the microrelief of skin**

RET.
30 ml
Ref.
3331



Dark Spot Perfector

A SERUM THAT SPECIFICALLY BRIGHTENS AGE SPOTS

Age spots are spots of discoloured skin caused by excessive deposits of the pigments melanin and lipofuscin. They are more common in areas that are exposed to particularly large amounts of sunlight. Irregular pigmentation can make skin look years older than it really is, and many women therefore feel less attractive because of pigmentation marks on the backs of their hands, their face and the area above their neckline.

Dark Spot Perfector has been developed to decrease these unwanted marks. The serum also supplies intensive moisturisation, minimises wrinkles caused by dryness and prevents premature skin ageing.

Dark Spot Perfector contains an active-ingredient complex made from garden cress and soya that reduces the intensity of existing age spots and also prevents new ones from forming. The unique thing about the complex is that it targets age spots specifically without brightening the normal skin around them. This means that, unlike traditional age spot products, Dark Spot Perfector can be applied generously to the backs of the hands, décolleté or face to achieve its nourishing effect. Combined with long-chain and short-chain hyaluronic acid, a carbohydrate complex with properties identical to those of human skin moisturises the skin generously and leaves it noticeably smoother. At the same time, vitamin E acetate is converted into free vitamin E in the skin and combats free radicals.

If it is used regularly, Dark Spot Perfector can brighten age spots in a gentle, skin-friendly manner and prevent new ones from developing.



Home care application

Apply Dark Spot Perfector to your face in the mornings and evenings after washing the skin. Rub it in gently. Afterwards, apply your usual day or night care product and spread it over the skin.

Tip: In the mornings, put Face Guard Advanced on on top of the Dark Spot Perfector, wait a few moments for your skin to absorb the Face Guard Advanced and then apply your usual day care cream.

Results of a scientific study:

*Age Spot Corrector

Proof obtained from a clinical study:

With an Age Spot Corrector application concentration of 4 %, the difference in colour between age spots and the surrounding, normal skin decreased by approx. 50% after just two months of regular application.

The study also showed that the product can target and lighten age spots specifically. After eight weeks, the spots were about 30% lighter, but the surrounding skin had not been affected the same way.

(Source: Mibelle AG Biochemistry)



ACTIVE SUBSTANCES

- **Age Spot Corrector***: An active-ingredient complex made from garden cress and soya (rich in antioxidants and isoflavones) that has been proven to reduce the development of melanin and lipofuscin, and that brightens pigmentation marks without lightening the normal skin around them
- **Saccharide Isomerate**: A carbohydrate complex with properties identical to those of human skin that leaves the skin moisturised for long periods of time
- **Long-chain and short-chain hyaluronic acid**: Nourishes, moisturises and smooths the skin
- **Vitamin E**: Neutralises cell-damaging free radicals and prevents premature photoageing
- **Silk powder**: Leaves the skin feeling better

RET.
15 ml
Ref.
3360

WHL.S.
30 ml
Ref.
3360P



 JANSSEN
COSMETICS

FAIR SKIN

- Softens the appearance of dark circles and eye wrinkles
- Immediate effect thanks to refracting pigments
- Light and pleasant texture
- Soothes the sensitive eye area
- To be applied morning and evening



Home care application

Apply to cleansed skin morning and evening, gently pat in.

Dark Circle Eye Cream

EYE CREAM TO COMBAT DARK CIRCLES

Dark Circle Eye Cream is an eye cream designed to combat dark circles with an immediate and lasting effect. The smooth texture is quickly absorbed by the skin and gives a fresh, radiant look.

The skin under the eyes is especially thin and delicate to allow the blood vessels underneath to show through, which are perceived as dark circles. Whether, and how strongly or faintly, dark circles are visible depends on how heavily these small veins are supplied with blood. Chronic stress, a lack of sleep but also a poor diet can have a negative influence on blood flow. For vessels with a poor blood supply, the blood contains less oxygen and appears darker - dark circles become visible.

Dark Circle Eye Cream contains pigments with a Soft Focus Effect, which immediately conceal dark circles. Over time, the powerful 4-1 complex of active ingredients ensures a reduction of the dark circles and a smoother, more youthful eye area. This 4-1 complex of active ingredients consists of a tripeptide in combination with a micro algae extract, panthenol and short chain hyaluronic acid. It contributes moisture, stimulates the synthesis of collagen and reduces irritation, after just 7 days, fine lines and wrinkles appear visibly reduced. After 14 days, dark circles appear significantly reduced. The structure of the skin is improved and the entire eye area is smoothed.

Short and long chain hyaluronic acids contribute intensive moisture and immediately smooth wrinkles caused by dryness. Aloe vera, bisabolol and allantoin soothe the sensitive eye area.

The result: The eye area appears firmer and smoother and looks youthfully fresh. Over time, the appearance of dark circles is reduced.



ACTIVE SUBSTANCES

- **Powerful 4-1 complex of active ingredients made from** a tripeptide in combination with a micro algae extract, panthenol and short chain hyaluronic acid; reduces dark under eye circles, minimises lines and wrinkles
- **Short and long chain hyaluronic acids:** Intensively moisturising and hydrating
- **Saccharide isomerate:** Moisturising substance derived from natural sugars; is firmly bonded to the skin keratin and results in optimal moisture penetration of the skin due to its very good water binding capacity
- **Light-diffusing pigments:** Provide immediately visible brightening of dark under eye circles

FAIR SKIN

- Leaves the skin looking more even and bright
- Inhibits melanin synthesis
- With immediate optical effect thanks to white pigments
- Moisture-balancing



Home care application

Distribute Brightening Mask onto cleansed skin and allow to work in for 10-20 minutes. Remove the mask residues with warm compresses.

Tip: Also ideal for treating age spots on the backs of the hands.

WHL.S.
150 ml
Ref.
3340P



Brightening Mask

CREAM PACK FOR RADIANTLY BRIGHT SKIN

Healthy skin is even, pure and beautiful. In contrast, stressed and tired skin is unusually pale. Dark discolorations are then particularly visible and disturbing.

Brightening Mask offers an effective remedy and leaves the skin looking beautiful and bright. The combination of highly-active substances leads to rapid care success. The skin brighteners and antioxidants take effect during a short mask break. The creamy facial mask additionally improves cell cohesion and smooths the surface of the skin. The skin's moisture balance is noticeably optimized and maintained for a number of hours.

It rapidly regains its healthy radiance: the complexion is even and smooth whilst the skin is left feeling silky-soft.



ACTIVE SUBSTANCES

- **Lipoamino acid:** (INCI: undecylenoyl phenylalanine), effective skin brightener, verifiably blocks the α -MSH receptors on the surface of the melanocytes
- **Plant extract SORR:** Highly-active extract consisting of Siegesbeckia orientalis and Rabdosia rubescens; inhibits melanin absorption into the keratinocytes, has a soothing and antioxidant effect, promotes an even, radiant complexion
- **Isostearyl isostearate:** Shortened to ISIS, emollient based on replenishable raw plant materials; improves the cohesion of the lipids in the Stratum corneum and reduces the skin's trans-epidermal water loss
- **Liquorice root extract:** Potassium glycyrrhizin, main constituent of the liquorice root; alleviates irritation and brightens the skin
- **α -bisabolol:** Soothing
- **Titanium dioxide:** White pigment for optically brightening the skin

FAIR SKIN

- Intensive 40 day treatment to start off a skin brightening treatment
- Highly effective skin brighteners with each ampoule freshly prepared for a 10-day treatment
- Inhibition of melanin synthesis
- Practical dosage form

RET.
4 x 10 ml
Ref.
3370



Home care application

2-Phase Melafadin Concentrate is a 40-day course of treatment. The content of one ampoule is sufficient for approx. 10 days and consists of a powder and a liquid component. Both components are mixed prior to initial application. To do this, simply press the red button on the sealing cap forcefully. The vitamin C powder drops into the activator fluid. Now shake well, remove the pushbutton, and place the pipette with sealing cap onto the ampoule. Apply as follows:

As intensive treatment: Apply approx. 1 ml of the solution to cleansed skin every morning and evening.

Use Brightening Day Protection in the mornings and Brightening Night Care in the evenings for the best results.

2-Phase Melafadin Concentrate

HIGHLY-EFFECTIVE, SKIN-BRIGHTENING 2-PHASE ACTIVE SUBSTANCE CONCENTRATE FOR APPLICATION AS A COURSE OF TREATMENT

Highly-concentrated vitamin C phosphate inhibits melanin maturation and additionally protects the skin against oxidative stress. It promotes the skin's native repair mechanisms and activates collagen synthesis. All of this is now available in one single sealing cap, which quite literally releases its contents at the push of a button. The vitamin C powder (phase 1) is absorbed and dissolved by the active substance-rich activator fluid (phase 2). The two phases combine to form the extremely highly-dosed skin brightener with unbeatable effect.

Application is intended as a treatment for a radiantly beautiful and flawless complexion. 4 x 10 ml bottles are required for approx. 40 day treatment course. The skin appears brighter as the regeneration cycle progresses.

The practical pipette cap offers an optimal dosing aid. The fluid ingredient extract can be used generously to treat the whole face or used in drops for targeted skin brightening.

When used regularly, the effect becomes apparent after the first six-week course of treatment. Excessive melanin synthesis is inhibited. The effect soon becomes visible on the surface of the skin corresponding to the skin's regeneration cycle. Existing flecks have already become paler and, after a further six-week course of treatment, the complexion is left looking significantly more even and brighter.



ACTIVE SUBSTANCES

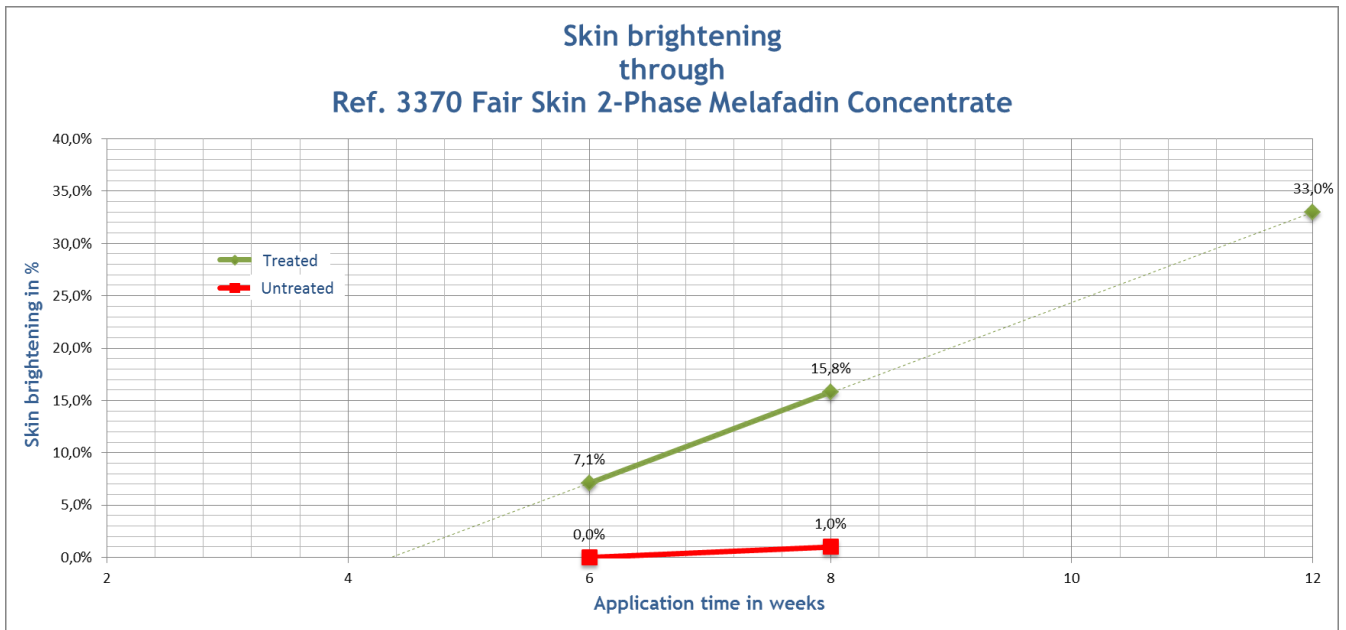
Powder phase:

- **Vitamin C phosphate:** Stabilized ascorbic acid; stable in water; is transformed into free vitamin C on the skin by the skin's native enzymes (esterases); inhibits melanin maturation

Liquid phase:

- **Lipoamino acid:** (INCI: undecylenoyl phenylalanine), effective skin brightener, verifiably blocks the α -MSH receptors on the surface of the melanocytes
- **Plant extract SORR:** Highly-active extract consisting of Siegesbeckia orientalis and Rabdosia rubescens; inhibits melanin absorption into the keratinocytes, has a soothing and antioxidant effect, promotes an even, radiant complexion
- **Morus alba:** Extract from the roots of the white mulberry tree; inhibits tyrosinase and stabilizes it in its inactive form

SKIN BRIGHTENING ON DAILY APPLICATION OF THE TEST PRODUCT IN COMPARISON WITH UNTREATED SKIN



- Number of test persons:** 19.
- Method:** Assessment of the color tone of the skin by a dermatologist on the basis of a specified color scale.
- Description of the results:** The changes in color tone determined after 6 and 8 weeks are specified as mean values (n=19). The anticipated skin brightening value after 12 weeks is determined from these values by means of linear extrapolation.

BRIGHTER SKIN IN 4 STAGES

Specific blockage of melanin synthesis with the FAIR SKIN active substances.

STAGE 1

We use a combination of **organic filters** and **inorganic titanium dioxide** (microfine). These prevent UV radiation from penetrating into the epidermis.

Effect: **Protection of the skin against UVA and UVB radiation**

The keratinocytes in the epidermis form fewer cell hormones (e.g. α -MSH).

STAGE 2

The cell hormones formed in the keratinocytes leave the keratinocytes and bind to receptors on the surface of the melanocytes. The tyrosinase gene in the cell nucleus is activated by further messenger substances.

The active substance **lipoamino acid** (INCI: undecylenoyl phenylalanine) prevents the keratinocyte cell hormone α -MSH from binding to the surface of the melanocytes.

Effect: **Blockage of the α -MSH receptors**

STAGE 3

The tyrosinase gene produces the enzyme tyrosinase (in its inactive, dormant form).

The enzyme protein kinase A activates inactive tyrosinase.

The activated tyrosinase forms the precursors of melanin from the amino acid tyrosine (which is transported away in the blood).

With hexylresorcinol, Waltheria indica extract and extracts from the roots and berries of the **mulberry tree**, we can disrupt the work of the enzyme tyrosinase.

Effect: **Inhibition of tyrosinase** (the quantity of melanin precursors is reduced).

Oxidation transforms the still colorless melanin precursors into dark-brown melanin. Active substances with reducing potential, i.e. antioxidants such as vitamins C and E, impede oxidation of the melanin precursors.

We use **vitamin C** and **vitamin C phosphate** (a more stable form of vitamin C).

Effect: **Inhibition of melanin maturation** (less dark-brown melanin is formed)

STAGE 4

The melanin produced in the melanocytes is transported to the surrounding keratinocytes via cellular protrusions. There, it is absorbed into the interior of the cell and above all protects the cell nucleus from damage caused by UV radiation.

The melanin stored in the keratinocytes gives the skin a darker color tone.

The **plant extract SORR** (Siegesbeckia orientalis and Rabdosia rubescens) enables melanin absorption into the keratinocytes to be prevented.

Effect: **Inhibition of melanin absorption** (less melanin occurs in the keratinocytes; the skin's color tone becomes brighter)

RESULTS OF SCIENTIFIC STUDIES

1. Organic UVA and UVB filters and inorganic, microfine titanium dioxide

Light protection filter measurements confirm the disclosed UVA and UVB protection.

2. Lipoamino acid

In vivo study on 30 Asiatic volunteers, application twice daily with 2 % lipoamino acid in test formulation; 2-month application duration:

- **More even and radiant skin:** **73 % of volunteers**
- **Visible brightening the skin:** **52 % of volunteers**
- **Visible brightening of age spots:** **86 % of volunteers**

The effect can be enhanced in combination with AHAs

Very good skin tolerability

3.1 Hexylresorcinol, Waltheria indica extract and extract from the berries of the mulberry tree

Hexylresorcinol has a proven lightening effect on the skin.

In vitro tests with melanocyte cell cultures with 0.001% hexylresorcinol:

- **Reduction in extra-cellular melanin:** **75 %**
- **Reduction in intra-cellular melanin:** **36 %**

Colorimetric tests in vivo on 13 test persons prove that skin treated with hexylresorcinol demonstrates a higher ITA value (clarity).

- **Skin lightening:** **37 %**
- Clinical study on 65 Asian test persons, 2 applications per day with hexylresorcinol in test formula, application duration 2 to 3 months:
- **More even skin:** **91 % or 100 % of test persons**
- **Skin lightening:** **66 % or 88 % of test persons**

The enhancer made from Waltheria indica extract, bioactive fruit acids and complexing agent is proven to inhibit tyrosinase and suppress the formation of melanin.

In vitro studies on melanocyte cell cultures with 1 % enhancer complex:

- **Reduction in melanin formation:** **64 %**

Colorimetric tests in vivo on 42 Asian test persons demonstrate a significant depigmentation effect after 8 weeks' application of a creme with Waltheria indica extract, bioactive fruit acids and complexing agent.

The active substance complex consisting of mulberry extract and sodium phytate has a proven lightening effect on pigmentation flecks. Colorimetric tests in vivo on 20 Caucasian test persons prove that pigmentation flecks treated with the active substance complex demonstrate a higher ITA value (clarity).

3.2 Vitamin C phosphate / vitamin C

In vitro test with human melanocytes, 4 days of treatment with 0.14 % vitamin C phosphate:

- **Reduction of melanin maturation:** **57 %**

In vivo study on 39 female Asiatic volunteers, three-month double-blind study, placebo-controlled, test cream with 3% vitamin C phosphate:

- **Reduction of age spots and general skin brightening:** **25 %**

4. SORR

(Highly-active plant extract consisting of Siegesbeckia orientalis and Radosia rubescens)

Verification by means of in vitro studies with 3 % SORR extract:

A. Effect on melanin (brown flecks)

A.1. Decrease in melanin content: **45 %**

A.2. Reduction of melanosome absorption into the keratinocytes: **34 %**

B. Effect on hemoglobin (red flecks)

B.1. Decrease in vascular endothelial growth factor (VEGF): **44 %**

B.2. Reduction in vascular sensitivity: **60 %**

SKIN APPLETS



PROFESSIONAL SKIN CARE FOR BRIGHTER SKIN

Start Treatment		
TREATMENT PROCESS	PRODUCTS	REF.
Cleansing	• Melafadin Cleansing Powder	• 3300P
Tonic	• Melafadin Toner	• 3301P
Eye care	• Dark Circle Eye Cream	• 3360P
Deep cleansing/peeling	• Brightening Exfoliator or • AHA + BHA Exfoliator	• 3307P • 4007P
Extra cleansing (if required)	• Purifying BHA Serum	• 4030P
Ampoule concentrate	• 2-Phase Melafadin Concentrate	• 3370
Mask	• Peel Off Mask Botanica White Mask or • Hyaluron Lift Eye Pads	• P-834P • 82661P
Massage	• Brightening Mask	• 3340P
Conclusion - eye area	• Dark Circle Eye Cream	• 3360P
Day protection with SPF 20	• Brightening Day Protection	• 3311P

Maintenance Treatment		
TREATMENT PROCESS	PRODUCTS	REF.
Cleansing	• Melafadin Cleansing Powder	• 3300P
Tonic	• Melafadin Toner	• 3301P
Eye care	• Dark Circle Eye Cream	• 3360P
Deep cleansing/peeling	• Brightening Exfoliator or • AHA + BHA Exfoliator	• 3307P • 4007P
Extra cleansing (if required)	• Purifying BHA Serum	• 4030P
Ampoule concentrate	• Ampoule Melafadin Fluid	• 1981P
Mask	• Brightening Mask • Dermafleece Mask Collagen Fair Skin or • Peel Off Mask Botanica White Mask or • Hyaluron Lift Eye Pads	• 3340P • 8104.917 • P-834P • 82261P
Massage	• Brightening Mask or • Relaxing Massage Cream or	• 3340P • 5580P
Ampoule to improve "slipperiness"	• Ampoule Instant Soothing Oil with • Brightening Night Care	• 1912P • 3321P
Conclusion - eye area	• Dark Circle Eye Cream	• 3360P
Day protection with SPF 20	• Brightening Day Protection	• 3311P