



MODEL

## LIGHTEN PIGMENT CREAM WITH HQ.

CLINICAL STRENGTH 3.9% | 1.7oz size

PERFECT TO USE FOR PRE-TREATMENT TYROSINASE INHIBITOR

**A POWERHOUSE TREATMENT PRODUCT USING THE MOST ADVANCED INGREDIENTS SOURCED FROM SCIENCE AND NATURE TO PROVIDE REAL RESULTS. RESTORES EVEN SKIN TONE BY LIGHTENING PIGMENTATION IRREGULARITIES.**

- HELPS DIMINISH THE APPEARANCE OF ALL FORMS OF HYPERPIGMENTATION, INCLUDING MELASMA
- BRIGHTENS SKIN AND EVENS SKIN TONE

**DIRECTIONS:** APPLY AS DIRECTED BY YOUR SKIN CARE PROVIDER. IT IS IMPORTANT TO USE MINERAL PERFECTION TINTED SPF 40 DAILY WHEN USING THIS PRODUCT TO AVOID THE INCREASE OF DARK SPOTS OR SKIN DAMAGE. REAPPLY SPF AS NEEDED THROUGHOUT THE DAY.

### KEY INGREDIENTS:

**HYDROQUINONE (HQ)** - ACTIVE INGREDIENT DESIGNED TO LIGHTEN BROWN SPOTS AND DISCOLORATIONS CAUSED BY SUN EXPOSURE AND HORMONES. HYDROQUINONE ACTS BY BLOCKING THE ENZYME TYROSINASE INVOLVED IN PIGMENT PRODUCTION.

**LICORICE EXTRACT** - HELPS INHIBIT PIGMENTATION BY PREVENTING TYROSINASE ACTIVATION. ANTI-INFLAMMATORY.

**KOJIC ACID** - HELPS REDUCE THE PRODUCTION OF MELANIN, WHICH IS RESPONSIBLE FOR THE SKIN COLOR. THUS HELPING TO LIGHTEN SKIN DISCOLORATION AND DARK SPOTS. ANTIOXIDANT.

**ARBUTIN** - A NATURAL WHITENING AGENT FROM THE EXTRACT OF THE BEARBERRY PLANT. ANTI-INFLAMMATORY AND ANTI-BACTERIAL.

**ASCORBIC ACID** - A POWERFUL ANTIOXIDANT THAT HELPS REPAIR DAMAGED SKIN AND INCREASE COLLAGEN SYNTHESIS, WHICH IS ESSENTIAL TO HEALTHY SKIN. LIGHTENS SKIN DISCOLORATIONS AND IMPROVES SKIN'S ELASTICITY AND SMOOTHNESS.

**OTHER INGREDIENTS:** LACTIC ACID, GREEN TEA, VITAMIN E, ALOE, OLIVE SQUALENE, GRAPSEED EXTRACT, NEROLI EXTRACT, SODIUM HYALURONATE, EVENING PRIMROSE

## BEFORE YOUR PLASMA TREATMENT:

- WE RECOMMEND YOU AVOID SUN-TANNING, SPRAY-TANNING, TANNING INJECTIONS AND SUNBEDS AND USE DAILY SPF 40 TO PREP YOUR SKIN FOR TWO TO FOUR 4 WEEKS BEFORE YOUR TREATMENT, ESPECIALLY IF YOU ARE NATURALLY DARKER SKINNED. CONSIDER USING A PRE-TREATMENT PRODUCT AS A TYROSINASE INHIBITOR. THIS CAN HELP PREVENT THE ENZYME TYROSINASE FROM MISFIRING OR OVER-OXIDIZING THE TYROSINE AND THUS HELPS ENSURE THERE IS NO OVERPRODUCTION OF PIGMENT IN THE SKIN. TYROSINASE INHIBITORS ARE NOT JUST USEFUL FOR THOSE WITH HYPERPIGMENTATION BUT FOR ALL CLIENTS.
- THIS PRODUCT CAN ALSO BE USED POST-HEALING TO TREAT AREAS OF HYPERPIGMENTATION AND SHOULD ONLY BE USED IN COMBINATION WITH A HIGH-QUALITY SPF 40+.

## IMPORTANT NOTES:

- USING THIS PRODUCT CAN MAKE YOUR SKIN MORE SUSCEPTIBLE TO SUN EXPOSURE AND/OR DAMAGE. WHILE USING THIS PRODUCT, IT IS IMPORTANT TO USE OF MINERAL-BASED SPF 40 DAILY (EVEN WHEN STAYING INDOORS). REAPPLY SPF AS NEEDED THROUGHOUT THE DAY.
- PROLONGED DAILY USE OF HQ CAN CAUSE SIDE EFFECTS. IT IS RECOMMENDED TO USE PRODUCT WITH HQ INGREDIENT FOR A MAXIMUM OF FIVE MONTHS AT A TIME.

## LEARN MORE:

INSIDE OUR SKIN, SPECIFICALLY THE EPIDERMIS, WE HAVE DIFFERENT LAYERS. ONE OF THESE LAYERS IS CALLED THE BASAL LAYER AND THIS IS WHERE OUR SKIN CELLS FORM AND DIVIDE TO CREATE THE OUTER LAYER OF OUR SKIN. IN THE BASAL LAYER, THERE IS A CELL CALLED A MELANOCYTE. A MELANOCYTE IS A DENDRITIC CELL, MEANING IT HAS BRANCH-LIKE LEGS THAT REACH UP THROUGH THE LAYERS OF OUR SKIN. IT IS RESPONSIBLE FOR TRANSPORTING MELANOSOMES THAT CONTAIN PIGMENT (MELANIN) TO GIVE US THE COLOR OF OUR SKIN, HAIR AND EYES.

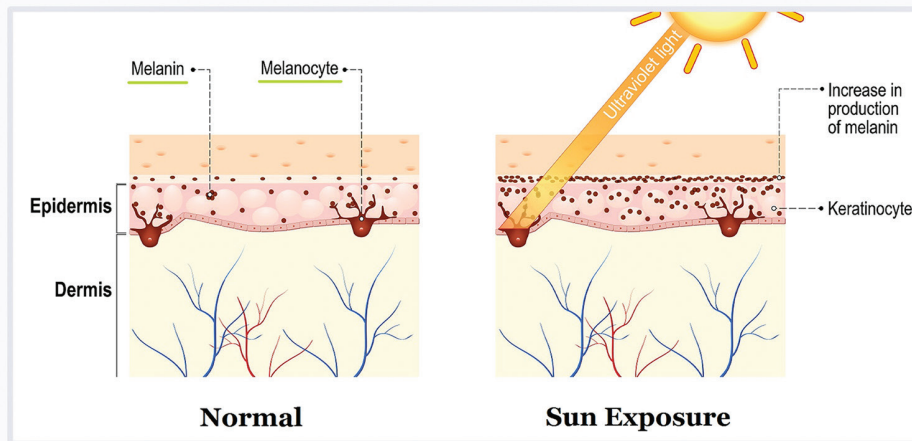
WE ALL ROUGHLY HAVE THE SAME NUMBER OF MELANOCYTES, BUT THE AMOUNT OF MELANIN PRODUCED IS WHAT GIVES OUR SKIN ITS COLOR. FOR EXAMPLE: SOMEONE WITH FAIR SKIN HAS ABOUT THE SAME NUMBER OF MELANOCYTES AS SOMEONE WITH DARK SKIN. HOWEVER, THEIR MELANOCYTES PRODUCE LESS PIGMENT (MELANIN) THAN THE PERSON WITH DARK SKIN, RESULTING IN A PALER COMPLEXION.



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## WHAT IS TYROSINASE AND WHY ARE WE TRYING TO CONTROL IT?

ALONGSIDE THE MELANOCYTE, IN THE BASAL LAYER, THERE IS AN ENZYME CALLED TYROSINASE. THIS ENZYME CONVERTS AN AMINO ACID CALLED TYROSINE TO OXIDIZE AND ESSENTIALLY CREATE THE PIGMENT (MELANIN) TO BE TRANSPORTED. THIS IS A NATURAL PROCESS, BUT IT IS ALSO A DEFENSE MECHANISM AGAINST ULTRAVIOLET RAYS (UV RAYS). MANY FACTORS PLAY A PART IN HOW OUR SKIN CELLS ARE AFFECTED, BUT UV RAYS ARE ONE OF THE MOST COMMON. WHEN WE ARE EXPOSED TO UV RAYS, OUR MELANOCYTE WILL PRODUCE MORE PIGMENT (MELANIN) TO PROTECT US FROM THE HARMFUL RAYS. THIS CAN BE DAMAGING TO OUR CELLS, ESPECIALLY IF IT RESULTS IN A SUNBURN. WHEN CELLS HAVE BEEN DAMAGED, THE TYROSINASE ENZYME WILL SEND A “MISFIRE” OF OXIDATION TO TYROSINE, WHICH WILL RESULT IN OVERPRODUCTION OF PIGMENT. THIS IS CALLED HYPERPIGMENTATION. HYPERPIGMENTATION COMES IN MANY FORMS SUCH AS FRECKLES, POST-INFLAMMATORY HYPERPIGMENTATION, DARK SPOTS, AGE SPOTS AND MELASMA. THIS IS AN UNEVEN SKIN TONE USUALLY PRESENTED BY A BROWN DARKENING OF THE SKIN.



## WHAT DOES A TYROSINASE INHIBITOR DO?

WE CAN PROTECT OUR CELLS FROM BEING DAMAGED AND FROM THE MISFIRE OF PIGMENT RESULTING IN UNEVEN SKIN TONE WITH SPF (SUN PROTECTION FACTOR) AND SKINCARE PRODUCTS THAT CONTAIN TYROSINASE INHIBITOR INGREDIENTS. TYROSINASE INHIBITORS WILL PREVENT THE ENZYME TYROSINASE FROM “MISFIRING” OR OVER-OXIDIZING TYROSINE SO THERE IS NO OVERPRODUCTION OF PIGMENT IN THE SKIN. TYROSINASE INHIBITORS ARE NOT ONLY FOR THOSE WHO HAVE HYPERPIGMENTATION, BUT ALSO FOR CLIENTS WITH HEALTHY, EVEN SKIN. WE HAVE ALL HEARD THE SAYING “IT’S EASIER TO PREVENT THAN IT IS TO CORRECT” AND THAT SAYING APPLIES HERE. YOU MIGHT HAVE A BEAUTIFUL, EVEN SKIN TONE NOW, BUT WE WANT TO MAKE SURE IT STAYS THAT WAY. USING A TYROSINASE INHIBITOR WILL HELP PROTECT YOUR SKIN AND PREVENT YOU FROM FORMING HYPERPIGMENTATION. HYPERPIGMENTATION IS OFTEN LYING HYPERPIGMENTATION IS LYING UNDERNEATH THE SKIN AND WILL SURFACE LATER ON IN LIFE. YOU CAN PREVENT THIS HYPERPIGMENTATION FROM HAPPENING OR FROM SURFACING ALTOGETHER.