

# Lighten up



## The problem of Hyper-pigmentation

As well as sun exposure, there are several other factors that can contribute to the cause of hyper-pigmentation, such as pregnancy, birth control pills, hormone treatment with oestrogen and inflammation from insect bites, acne and trauma.

Individuals with Asian, Arabic, East Indian, Mediterranean and African skin tones are more prone to the problems of hyper-pigmentation, along with changes in the texture of the skin, the appearance of small brown or black bumps and loss of volume of the skin causing it to sag.

There are for commonly occurring types of darkening. On localised areas of the face and neck, on more generalised areas of the face and neck; dark under eye circles and uneven skin tone.

## The Solution

Leading cosmetic scientist, Shashi Gossain who owns a one stop health and beauty clinic in the UK, has over twenty five years experience in the pharmaceutical, skincare and beauty industry. She has developed a new, powerful, extra strength formulation called Lightenex Plus cream, which addresses the problem of very

An even skin tone is on most people's wish list. However, exposure to sunlight is almost unavoidable in certain climates, and so is the ageing process. It is likely that many individuals will suffer from dreaded hyper-pigmentation — an irregular discolouration on areas of the skin. For a readily available solution, read on.

dark, resistant hyper-pigmentation.

Lightenex Plus contains a unique blend of the latest scientifically developed skin lightening agents, which are clinically

proven to be completely safe and are produced according to strict EU regulations. The formulation contains a collection of some of the rarest plant extracts obtained worldwide, which are reputed skin whitening agents. They work together with other key ingredients such as Dioic acid derivative, which is a powerful inhibitor of Melanin production and penetrates deeply through the epidermal skin layer.

Changes in the skin's pigmentation occur with age and are very prominent in darker skins. Exposure to both ultraviolet A (UVA) and ultraviolet B (UVB) light stimulates the production of melanin, which is the culprit that most likely accounts for darkening of the skin.

It is essential to wear a high sun protection cream on top of Lightenex Plus, such as Sun Blockex SPF 50, a total sun block, in order to avoid further damage from sun exposure.

Other products available in the Lightenex range are Lightenex cream which addresses the problem of less resistant skin discolouration and evens out skin pigmentation marks including sun spots, liver spots and freckles, Lightenex face scrub and wash, face

toner and face mask. A body lotion is also available to lighten skin on neck, arms and legs, as the skin cells in such areas differ from that on the face.

Lightenex Plus cream is a new addition to the Pharmaclinix range of skincare developed by Shashi; the range is specifically created for Asian skin, and is suitable for all skin types and skin tones.

"Whilst offering this exclusive range of skincare, we have catered for the needs of both men and women by creating creams that treat the skin from adolescence to mature adulthood."

## Avoid drastic treatments

Unfortunately it is a fact that in efforts to treat the problem of hyper-pigmentation and lighten skin, some individuals have taken drastic measures which are particularly dangerous and not recommended. To avoid such dangers take note of the following.

Do **not** use skin lighteners containing Hydroquinone.

Do **not** use bleaching creams which contain steroids. These can cause permanent skin damage including permanent redness, thinning and blood vessel streaks.

Do **not** use creams containing mercury as this is a poison.

The new Lightenex Plus cream and Pharmaclinix skincare products are available from Nasser Pharmacies. For information, call 17 740-900.