

Enhance your natural glow

Ever heard of melasma? It's a skin condition which causes unsightly discolouration to appear on the face. Anyone who has ever endured the condition will understand the trauma of trying to camouflage those unsightly facial marks and deal with the confidence-eroding effect it has on sufferers.



Now a new treatment has been formulated to reverse this condition. Lightenex by Pharmaclinix has introduced a revolutionary and innovative treatment in skin lightening cream, which can banish the unflattering symptoms of melasma.

Over 70 per cent of pregnant women are affected by the skin condition, more commonly referred to as the mask of pregnancy. It is not a serious skin ailment, but it can touch anybody. It is more prevalent in women with light brown skin, living in regions with intense sun exposure.

The unsightly depigmentation marks can appear on various parts of the face, adversely affecting cosmetic appearance as well as eroding the confidence of those who suffer from it. Discolouration of the facial skin can affect anyone; however, genetic predisposition is a factor that will determine whether someone will develop melasma. It can also increase in patients with thyroid

disease. Other rare causes can be attributed to allergic reactions from medications and cosmetics.

Symptoms include dark or irregular patches on both sides of the face, often found on the cheeks, the bridge of the nose, the forehead and upper lip, which can develop gradually over time. The condition does not cause any other serious symptoms other than cosmetic discolouration.

Pigmentation irregularities can be reduced using regular applications of Lightenex which contains only natural ingredients like Kojic dipalmitate, derived from Japanese mushrooms, liquorices and other root extracts. These promote and activate natural anti-bacterial and anti-fungal properties which expedite healing.

Pharmaclinix is a world leader in Asian skin care products as well as being brand leader for the Lightenex skin range, and does not include bleaching agents.

The collection was developed after

extensive research by award winning chemist Shashi Gossain. Products have endured rigorous clinical trials and are produced and approved in the European Union, where they must conform to strict testing guidelines. This ensures the safety and reliability of the product.

Clinical trails have proven the success of Lightenex products in the treatment of melasma. As the primary function is to reduce and reverse dark tissue and any other visible scarring as well as restoring and maintaining beautiful skin by using regular morning and evening applications of the product.

Essential factors in promoting a clear and flawless complexion, free from melasma include daily use of a high factor sunscreen and avoidance of other skin irritants. Use at least an SPF 25 to protect against UVA and UVB rays from the sun.

For information, call 17 740-900 or visit www.pharmaclinix.com.