

# 2010 A POWER YEAR!

DermaFix would like to wish all our clients a Happy New Year! Thank you for the many inspirational ideas. At DermaFix, plans for the new year are the same as always – technologically advanced skin care programmes. Input from consumers will help set directions. As usual, the new year should be one of excitement and another year of growth and improvement!

**DERMAFIX BRIGHTENING NIGHT**



Specially formulated with **Tranexamic Acid**. Brightening Night is effective in treating hyper-pigmentation by inhibiting the formation of melanin. In addition to Tranexamic Acid, Brightening Night increases the skins resistance to oxidation with the addition of Ascorbic Acid (Stay-C) and Grape Seed Extract.

**DermaFix Brightening Kit R495.00 including vat or Brightening Night 30ml - R290.00**

## New Advances in treating Hyper-pigmentation

Undoubtedly, the global population continues to age and years of sun damage, compounded by the influence of hormonal changes, manifests itself in uneven skin tone, hyper-pigmentation and hypo-pigmentation. Brightening Skincare programmes will continue to increase worldwide. Uneven skin tone is perceived as “aged” skin while a more even skin colouration is judged to be “healthier and younger”. Today the consumer is not looking only to treat age spots or hyper-pigmentation, but to create a more even skin tone with enhanced luminosity. As professional skincare therapists, our focus must be on seeking out products that are safe and effective for “brightening” the skin without causing irritation or damage.

Melanin is the main defense against the sun. Melanin arises from cells called melanocytes that reside in the epidermis, usually about one melanocyte to every 36 keratinocytes. There is an immediate effect on the melanin granules occurring within a few minutes after UVA and UVB exposure.

At least 90% of the age-associated skincare problems are due to **excessive sun exposure**.

Once the harm is done, is there anything that can be done to reverse the damage? **Yes there is!**

Cellular repair is an ongoing process of the body and skin. Much of the ravages of photo-ageing are reversible if the **continuous insult from the sun is stopped**. The best studied steps involves that of the tyrosinase enzyme. For years, researchers have been looking for ways to regulate this enzyme and therefore, slow melanin formation. Another means to control hyper-pigmentation is to control inflammation.

The use of anti-inflammatory agents such as Niacinamide, Licorice, Green Tea, Mulberry, MSM (methyl sulfonyl methane) and Tranexamic Acid will help address the connection between inflammation and pigment formation. These extracts also act as antioxidants slowing many of the oxidation steps involved in melanogenesis.



Niacinamide (main active in Brightening Cleanser) has been shown to stop the transfer of melanin to neighbouring keratinocytes. Other agents, such as glucosamine have been shown to stop the activation of the tyrosinase enzyme. At the American Academy of Dermatology, a group of scientists reported superior brightening effects on hyper-pigmentation when niacinamide was combined with glucosamine. Ascorbic acid, Vitamin C has been used for many years to control melanin synthesis. Newer stabilized derivatives of Vitamin C, like Stay-C (Brightening Night) are used to control melanogenesis. These derivatives can scavenge free radicals that cause erratic melanocyte activity, as well as inhibiting oxidation.

**Recently launched, the newest agents to fight melanin formation are Tranexamic Acid (Brightening Night) and peptides. Oligopeptide is a state-of-the-art peptide shown to decrease MSH (melanin stimulating hormone) and inhibit tyrosinase activity. While the mechanism is not clearly understood, results indicate that it brightens the skin, especially sun induced hyper-pigmentation. Tranexamic Acid has been proven to reduce melanin generation caused by inflammation by as much as 32%, making it one of the most efficient ingredients in treating hyper-pigmentation to date.**



**DermaFix MSM**

MSM has the ability to treat the underlying causative factors related to the development of Melasma. It is a powerful antioxidant and tyrosinase inhibitor.

**DermaFix MSM R330.00 - 500g**

**DermaFix MelanoDerm**

Pigment reducing complex. Slows the production of melanin pigment by inhibiting the melanin stimulating hormone (MSH). Protects skin against daily stresses induced by sun exposure and free radicals.

**MelanoDerm R530.00- 50ml**

**DermaFix Brightening Cleanser**

Brightening Cleanser is composed of actives including N-acetyl glucosamine and Niacinamide. Inhibits the transfer of melanin containing melanosomes. Brightens the skin. Corrects uneven skin tone.

**Brightening Cleanser R245.00 - 200ml**