

PRO BRIGHT



**30
MINUTES
TO
BRIGHTER
SKIN**

dermalogica

ABOUT PIGMENTATION CHALLENGES

By definition, uneven skin tone occurs when melanin – the brown pigment responsible for creating all skin colors – is deposited in the skin in greater-than-usual amounts, causing a change in skin’s original color. Here’s a quick-reference guide to the top causes of hyperpigmentation:

uv exposure

The amount of melanin in our skin is determined by genetics – but exposure to UV radiation stimulates the production of additional melanin, eventually resulting in hyperpigmentation (often referred to as “age spots”). 90% of people have sun-induced age spots by the time they’re 60; these are harmless, but they contribute to the overall appearance of aging.¹

What it looks like: Age spots or liver spots on the forehead, cheeks, hands and other areas frequently exposed to the sun.

pollution

Environmental pollutants like ozone can actually deplete skin’s naturally-occurring antioxidants, leading to free radical damage – and suggesting a strong correlation between air pollutants and skin skin tone.

What it looks like: Variable; may appear as irregular brown patches on the forehead, cheeks, nose, upper lip, chin or jawline.

post-inflammatory hyperpigmentation (PIH)

When skin sustains an injury, melanocytes (melanin-producing cells) distribute melanin unevenly, resulting in a darker appearance. Over time, if the skin is protected from further provocation, the condition may resolve by itself.

What it looks like: Discolored marks from wounds or breakouts.

who experiences uneven skin tone?

The short answer: though they’re more common with advanced age, **everyone** will likely experience pigmentation challenges at some point in their lives. Because we’re all subjected to the triggers listed above, people of all races can be impacted by uneven skin tone and dull skin.

1. Hodgson, C. Senile Lentigo. JAMA Dermatology/Archives of Dermatology 87:197, 1963.



INTRODUCING PRO BRIGHT

30 MINUTES TO BRIGHTER SKIN

The all-new Pro Bright is a high-intensity, 3-step treatment to boost absorption of Vitamin C – effectively addressing uneven skin tone for brighter, smoother skin.

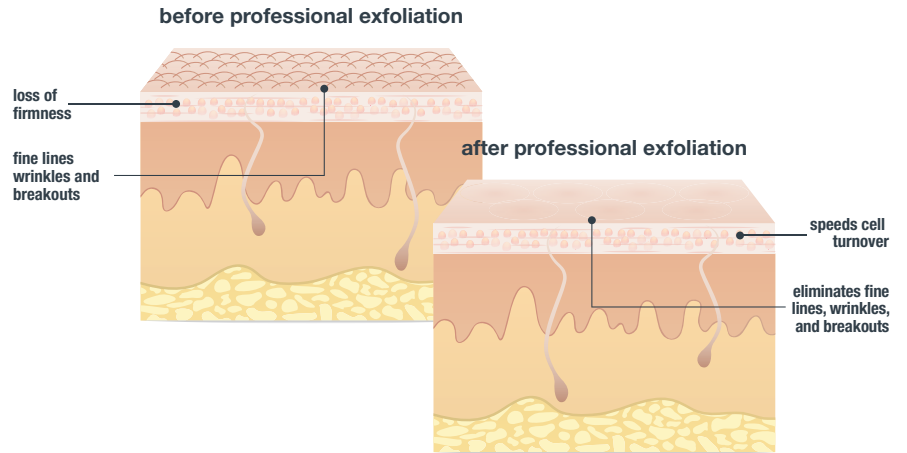
HOW DOES IT WORK?

STEP	FEATURED PRO PRODUCTS
<p>1</p> <p>exfoliate for product absorption</p> <p>Exfoliant Accelerator 35's high concentration of Lactic Acid brightens skin as it delivers a deep exfoliation. This step removes dead skin cells that might be charged with melanin, allowing fresh, bright cells to come to the surface.</p>	 <p>Exfoliant Accelerator 35 Lactic Acid peel brightens and hydrates, reducing the appearance of early signs of aging and helping to even skin tone.</p>
<p>2</p> <p>electric infusion</p> <p>Apply BioLumin-C PRO Serum. Use microcurrent to stimulate micro circulation.</p>	 <p>BioLumin-C PRO Serum Ultra-stable professional Vitamin C serum delivers 3x more Vitamin C to the skin than a leading competitor to brighten, firm and help reduce the appearance of wrinkles.</p>
<p>3</p> <p>bio-activation</p> <p>Cooling Contour Masque provides a unique experience for the client as it cocoons the face and is removed like a rubber sheet.</p>	 <p>Cooling Contour Masque Soothing masque high in Calcium Sulfate and algae-derived Silica that firms and contours the face.</p>

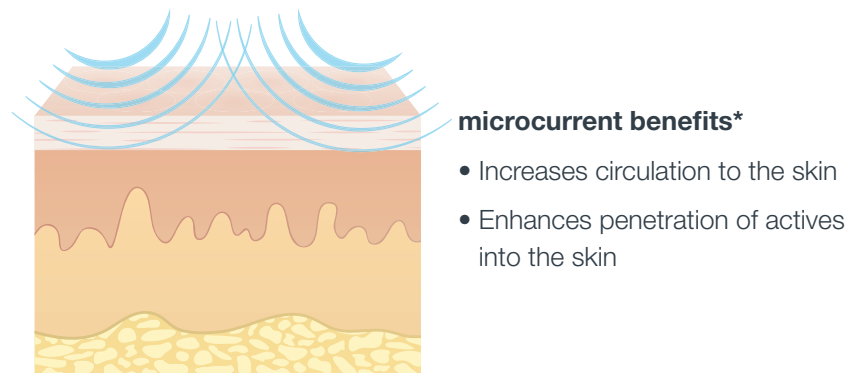


HOW DOES PRO BRIGHT WORK ON SKIN?

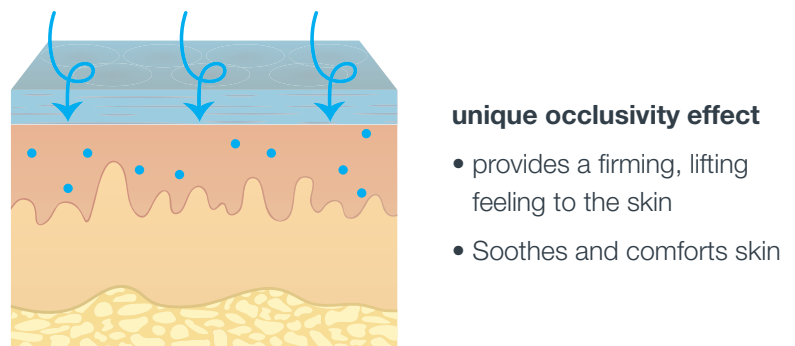
Step 1: Exfoliant Accelerator 35 preps skin for absorption of Vitamin C



Step 2: The electric infusions enhances product absorption. Vitamin C to help increase bioavailability.



Step 3: Cooling Contour Masque firms and contours the face



*Iontophoresis: A Potential Emergence of a Transdermal Drug Delivery System Vinod Dhote, 1 Punit Bhatnagar, Pradyumna K. Mishra, Suresh C. Mahajan, and Dinesh K. Mishra, Published online 2011 Dec 13



AT-HOME CARE

Maximize your results between Pro Bright treatments with BioLumin-C consumer products, along with Invisible Physical Defense SPF 30 for UV protection.



BioLumin-C Serum

Brightening Vitamin C serum

MSRP \$123.00



BioLumin-C Eye Serum

Brightening Vitamin C eye serum

MSRP \$98.00



Invisible Physical Defense SPF 30

Weightless physical sunscreen

MSRP \$64.00

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