

# AGE SPOT & SKIN BRIGHTENING WHITE SERUM



Up to 86% of volunteers have seen a **significant reduction in the UV spots count after 7 days of application.**<sup>1</sup>

Reduces the appearance of

- ✓ Age Spots
- ✓ Dark Spots
- ✓ Uneven Skin Tone

- Prevention of uneven skin pigmentation
- Formulated with natural ingredients
- Tried and tested formula

Made in Switzerland 

ANTI-DARK SPOTS COMPLEX WITH MULBERRY EXTRACT

# HYPERPIGMENTATION

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Hyperpigmentation like age spots or melasma is a consequence of the overproduction and accumulation of melanin.

It can be widespread or localized such as on the face or hands.

✓ 90% of people over 60 are affected by age spots.<sup>2</sup>



## SOLAR LENTIGO (AGE SPOTS)

Vary in size and usually appear on the face, hands, shoulders and arms, areas most exposed to the sun. Age spots are very common in adults over 50 years of age.



## MELASMA

Is a common skin condition of predominantly affecting adult women in which light to dark brown or greyish pigmentation develops, mainly on the face.



## FRECKLES

Are flat, tanned circular spots that may develop on sun-exposed skin after repeated exposure to sunlight.

Quote: 2 [www.beobachter.ch/gesundheit/krankheit/altersflecken-lentigo-senilis-lentigo-solaris](http://www.beobachter.ch/gesundheit/krankheit/altersflecken-lentigo-senilis-lentigo-solaris)

# HYPERPIGMENTATION: Solar lentigo

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Age spots also known as solar lentigo are small areas of discolouration (hyperpigmentation).

Age spots are flat brown, grey, or black spots on the skin. They can vary in size and usually appear on the face, hands, shoulders and arms-areas that receive the most sun exposure.

These skin spots are the result of excess production of melanin or skin pigment. They are often grouped together, making them more noticeable.

## Possible types of therapy:

- ✓ Whitening treatment
- ✓ Cryotherapy using liquid nitrogen
- ✓ Laser therapy
- ✓ New **Age Spot & Skin Brightening White Serum** a dermatological formulation, containing naturally derived active ingredients

# MELASMA

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Melasma is a type of hyperpigmentation that is common in women, more commonly in women with dark skin type especially during and after pregnancy. It appears as large dark patches of discolouration on the face although other parts of the body can be affected.

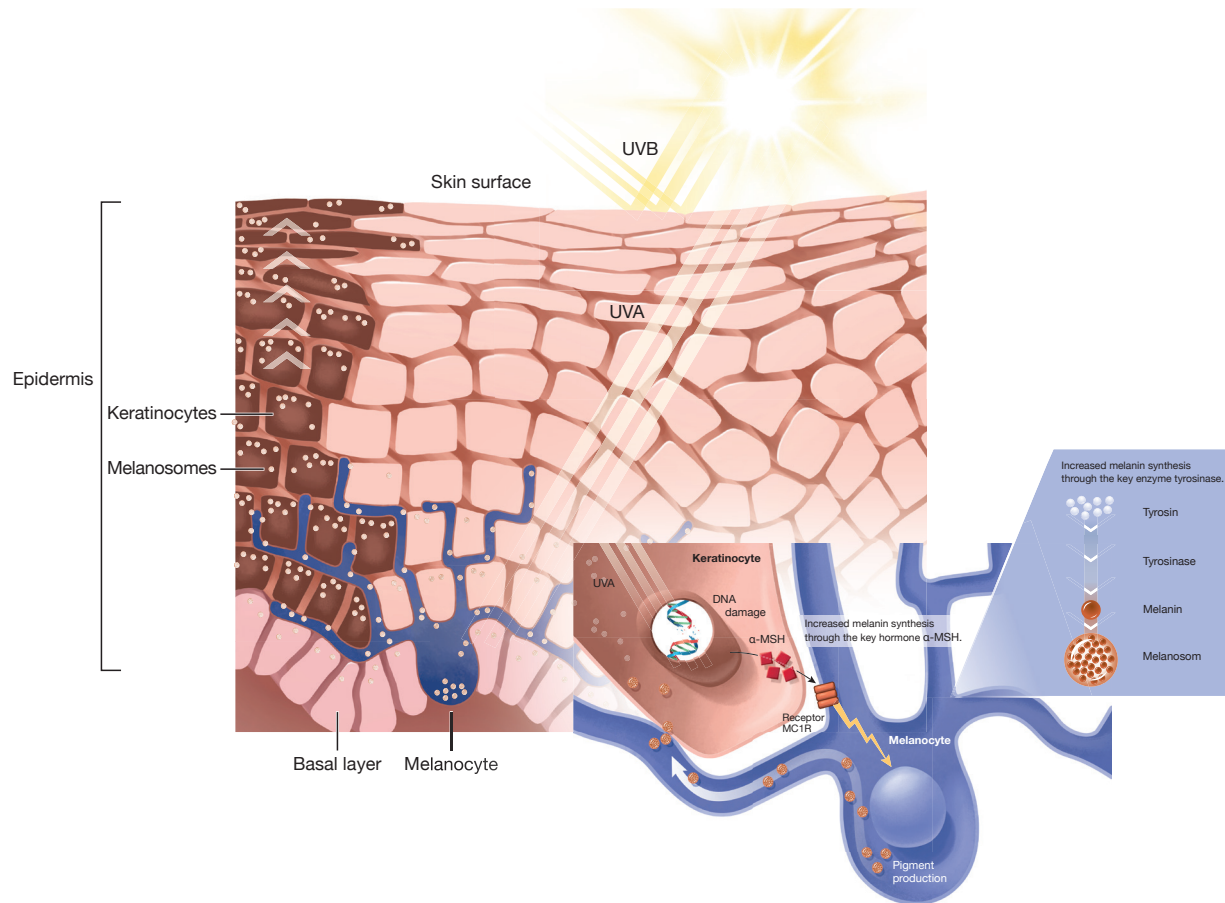
Melasma is also caused by the over-production of the pigment melanin. Whilst the condition usually occurs as a response to hormonal changes, other factors such as UV-exposure, family predisposition and age can also play a role.

## Possible types of therapy:

- ✓ Laser therapy
- ✓ Local therapy ie:
  - Azelaic acid (20%), tretinoin
  - $\alpha$ -hydroxy acids (e.g. glycolic acid peeling)

# MELANOGENESIS - Trigger factors

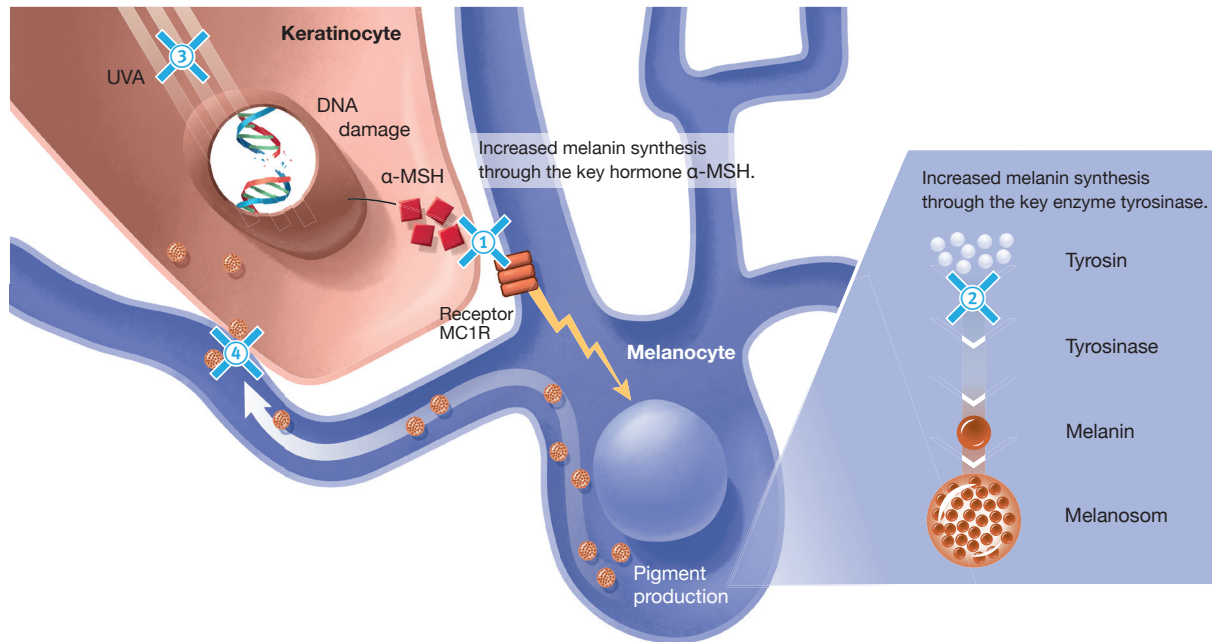
- ✓ Melanin is produced by melanocytes in the basal layer of the epidermis.
- ✓ Melanin helps protect the skin against the effects of the sun, such as skin cancers and premature ageing.
- ✓ Melanocytes transfer melanosomes through their dendrites to keratinocytes, where they form the melanin caps that reduce UV-induced DNA damage in the human epidermis.
- ✓ Once produced, melanin is transported to the upper levels of the skin through the outward growth of keratinocytes (skin cells).





# AGE SPOT & SKIN BRIGHTENING WHITE SERUM

## Inhibition of melanogenesis



- ① Sulforaphane contained in Swiss garden cress sprouts suppresses melanogenesis by antagonizing the binding of the hormone α-MSH to its receptor on melanocytes.
- ② The Arbutin and Mulberroside contained in the berry leaf extracts inhibit tyrosinase the key enzyme of melanogenesis.
- ③ The Berries Complex displays potent anti-oxidant properties, which reduce oxidative stress induced by UV light and indirectly suppress melanogenesis.
- ④ Niacinamide inhibits the melanosom transfer to the keratinocytes.

# AGE SPOT & SKIN BRIGHTENING WHITE SERUM Triple action



## ① EFFECTIVELY INHIBITS MELANIN FORMATION

### **SWISS GARDEN CRESS SPROUTS (SULFORAWHITE 2%)**

#### **Liposomal formulation of Swiss garden cress sprouts.**

Contains a rich source of Sulforaphane. Effectively inhibits pigmentation by targeting two key upstream reaction steps in the melanin production cascade:

- ✓ Neutralization of free radicals and reactive oxygen species in keratinocytes
- ✓ Inhibition of  $\alpha$ -MSH, a natural hormone which stimulates skin pigmentation

### **BERRIES COMPLEX**

The berries complex is a special skin brightening formula with natural ingredients derived from four berries.

- ✓ Contains a rich source of Mulberroside and Polyphenols.
- ✓ The Black and the White Mulberries Extracts contain Mulberroside, an inhibitor of the tyrosinase responsible for the formation of the skin pigment, melanin.
- ✓ The Bearberry Leaf Extract contains Arbutin, an inhibitor of the tyrosinase responsible for the formation of the skin pigment, melanin.

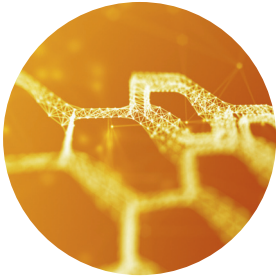
The Black Mulberry, White Mulberry, Blueberry and Bearberry Extracts are well-known as plants rich in polyphenols with antioxidant effects.

### **NIACINAMIDE (VITAMIN B3)**

Niacinamide is known for its moisturizing, skin barrier-strengthening and calming properties.

# AGE SPOT & SKIN BRIGHTENING WHITE SERUM Triple action

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## 2 ACCELERATE SKIN REGENERATION

### ROYAL EPIGEN P5

#### Accelerates epidermal regeneration.

Inspired by epigenetic science, Royal Epigen P5 has been designed to delay skin ageing. Both lifestyle and environmental factors have an impact on the epigenome of skin cells and thus influence their vitality. This revolutionary ingredient is based on a biologically active peptide that mimics the function of royalactin. This protein has recently been discovered in royal jelly as being responsible for the epigenetic programming of queen bees.



## 3 FOR AN EVEN AND BEAUTIFUL SKIN COMPLEXION

### ANTI-AGE COMPLEX

Hyaluronic acid moisturises the skin and helps maintain its fresh and healthy appearance. Natural squalane alleviates skin irritations and protects the skin against water loss, leaving it soft without a greasy feeling.

# PROVEN RESULTS

Evaluation of the effectiveness of **Age Spot & Skin Brightening White Serum** when used twice daily for 7, 14 and 28 days in 22 study participants (average age: 18 +/- older) with visible age spots and uneven skin tone (hyperpigmentation).

- ✓ **Appearance of the skin:** Analysis of age spots and hyperpigmentation of the skin according to a clinical score.
- ✓ **Opinions of efficacy and overall impressions:** Patients participating in the study filled out a subjective questionnaire.
- ✓ **Visual representation:** Macrophotography of the face using the VISIA CAS system.

## Visual illustrations

After only 7 days of use, **Age Spot & Skin Brightening White Serum** presents a significant efficacy to prevent hyperpigmentation during sun exposure:

An improvement was observed in 86% of the study participants with a significant decrease in the UV spots count of 29% on D7 on average.

Normal light



DAY 0



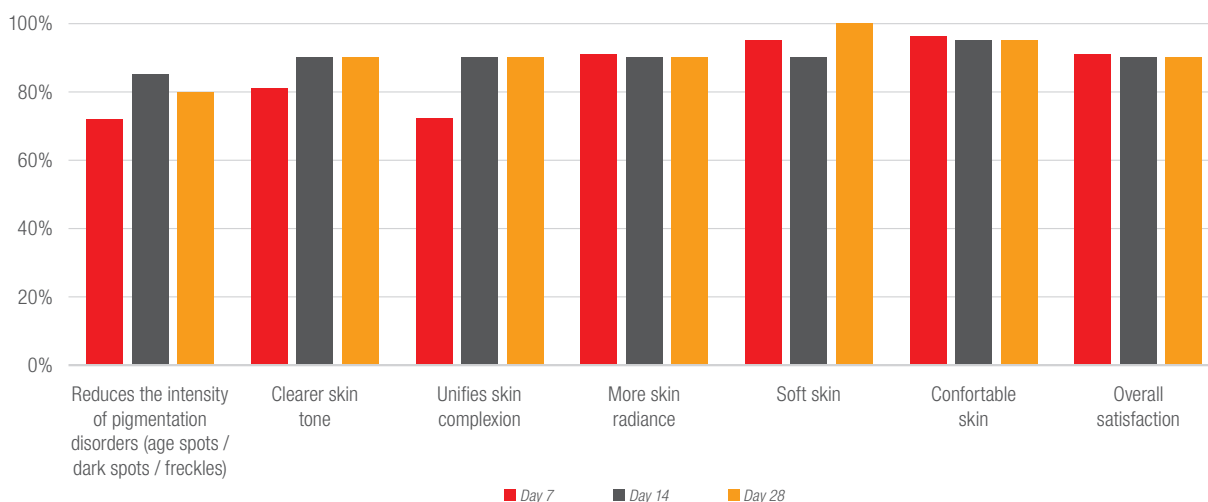
DAY 7



DAY 28

# PERCEIVED EFFECTIVENESS

The subjective evaluation questionnaire performed after 7, 14 and 28 days of twice daily application of **Age Spot & Skin Brightening White Serum** indicates that the perceived efficacy steadily increases.



**After 28 days of use** of twice daily application, the product **Age Spot & Skin Brightening White Serum** demonstrates a global efficacy:

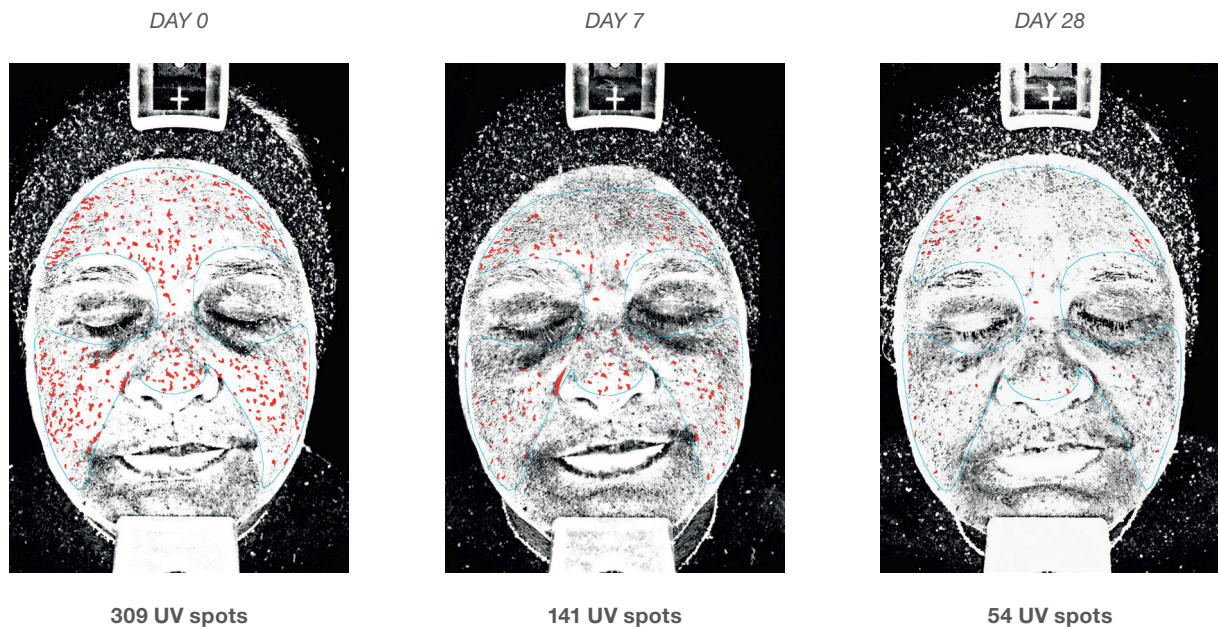
- ✓ 80% of the subjects presented an improvement of skin with a significant decrease of hyperpigmentation by 24%
- ✓ 90% of the subjects would like to continue to use the serum and 85% would like to buy it.

# VISUAL ILLUSTRATIONS

Example photographs detailing the effects of Age Spot & Skin Brightening Serum treatment of subject no. 21.

An improvement was observed with a significant decrease in the UV spot count of 54% after 7 days of use twice a day.

Macrophotography using the VISIA CAS System.





# LITERATURE AND STUDIES

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**Sulforaphane inhibited melanin synthesis by regulating tyrosinase gene expression in B16 mouse melanoma cells.**

*Shirasugi I et al. Biosci Biotechnol Biochem 74(3):579-82 (2010)*

**Moracea Plant with Tyrosinase Inhibitory Activity.**

*A Review.*

**Burlando B, Clericuzio M and Cornara L.**

*Mini Rev Med Chem 17(2):108-121 (2017)*

**Extracts of Morus nigra L. Leaves Standardized in Chlorogenic Acid, Rutin and Isoquercitrin: Tyrosinase Inhibition and Cytotoxicity.** *de Freitas MM et al. PLoS ONE 11(9) (2016).*

**Are Natural Ingredients Effective in the Management of Hyperpigmentation? A Systematic Review.**

*Hollinger JC, Angra K and Halder RM. J Clin Aesthet Dermatol 11(2):28–37 (2018).*

**The Use of Botanical Extracts as Topical Skin-Lightening Agents for the Improvement of Skin Pigmentation Disorders.**

*Zhu W; Gao J, The Journal Of Investigative Dermatology. Symposium Proceedings [J Investig Dermatol Symp Proc]13 (1): 20-4 (2008).*

**SulforaWhite: Garden Cress Sprout Fraction with Strong Whitening Activity.**

*Dr. Daniel Schmid, Mibelle Biochemistry, Switzerland.*

**Niacinamide - mechanisms of action and its topical use in dermatology.**

*Skin Pharmacol Physiol. 2014;27(6):311-5. doi: 10.1159/000359974. Epub 2014 Jun 27.*

**Efficacy evaluation of Age Spot & Skin Brightening Serum 18E1457**

*carried out in 2018 by an independent lab on behalf of Swissforce Pharma AG.*

# AGE SPOT & SKIN BRIGHTENING WHITE SERUM

Up to 86% of volunteers have seen a **significant reduction in the UV spots count** after 7 days of application.<sup>1</sup>



The ideal prevention against  
age spots and uneven skin tone

- ✓ Effectively inhibits melanin formation
- ✓ Provides exceptional brightening benefits
- ✓ Reduces the appearance of age spots and uneven skin tone
- ✓ Swiss Made to the highest standards of quality

**Directions for use:**

Apply to the cleansed face and neck in the morning and evening.  
Apply sufficient sun protection (SPF 50) during the day!

- ✓ Pleasant and light fragrance
- ✓ Non-greasy and absorbed immediately
- ✓ Suitable for all skin types
- ✓ Paraben and silicone free

**INGREDIENTS / INCI:** Aqua (Water), Ethylhexyl Methoxycinnamate, Isohexadecane, Pentylene Glycol, Squalane, Butylene Glycol, Caprylic/Capric Triglyceride, Niacinamide, Ethylhexyl Triazone, Isopropyl Palmitate, Steareth-21, Glycerin, Lepidium Sativum Sprout Extract, Coco-Caprylate, Butyl Methoxydibenzoylmethane, PEG-8 Distearate, Steareth-2, Phenoxyethanol, Titanium Dioxide, Tocopheryl Acetate, Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer, Panthenol, Butyrospermum Parkii (Shea) Butter, Allantoin, Parfum (Fragrance), Carbomer, Ethylhexylglycerin, Tetrasodium Glutamate Diacetate, Sodium Hydroxide, Hydrogenated Lecithin, Lecithin, Phenethyl Alcohol, Polysorbate 60, Sodium Hyaluronate, Morus Alba Fruit Extract, BHT, Citric Acid, Arctostaphylos Uva Ursi Leaf Extract, Morus Nigra Leaf Extract, Vaccinium Myrtillus Leaf Extract, Tocopherol, Matodextrin, Pentapeptide-48.

**Quote:** 1 Application study Age Spot, paragraph 18E1457, carried out in 2018 on behalf of Swissforce Pharma AG.

Manufacturer in Switzerland:

**Swissforce Pharma AG**  
Blegistrasse 1  
6343 Rotkreuz, Switzerland  
[www.swissforcepharma.com](http://www.swissforcepharma.com)

[www.anti-agespot.com](http://www.anti-agespot.com)