



Lipotec's latest novelty, BRIGHLETTE™ *marine ingredient*

The esthetic ideals common to most cultures evolve around a brighter and even skin tone for an attractive and young look. The main determinant of the coloration of the skin is the pigmentation provided by melanin. This substance protects the skin from UV radiation and also determines the tone and luminosity of the skin. Unavoidable aging and cumulative sun exposure cause alterations in the skin pigmentation that lead to the appearance of dark spots, irregular and darker skin tone. In Asian skin, for instance, the first signs of aging, even before wrinkles, are dark spots appearing despite little sun exposure.

The process by which melanocytes produce melanin (melanogenesis) and distribute it in the skin is complex and involves multiple steps. BRIGHLETTE™ *marine ingredient* acts on the various stages of melanin production and deposition in the skin for an integral and effective control of pigmentation. It regulates gene expression of melanogenic signalling proteins to decrease the formation and matu-



BRIGHLETTE In vivo
Increase of L* and ITA°. Photo Cross
polarized- 0 weeks

BRIGHLETTE In vivo
Increase of L* and ITA°. Photo Cross
polarized- 8 weeks



ration of melanosomes, reduces tyrosinase levels and activity, and diminishes melanin uptake by keratinocytes. At the same time, induces the expression of genes involved in DNA repair, necessary due to the loss of UV-protective pigment. This multiple approach to decreasing melanin content allows BRIGHLETTE™ *marine ingredient* to reduce the size and contrast of the dark spots as well as increase the brightness of the skin. Efficacy was proven through clinical test, showing a 61.1% melanin reduction in hyperpigmented skin at 2% dosage.

BRIGHLETTE™ *marine ingredient* is the latest integral tactic against pigmentation for a brighter, even and radiant skin tone.

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Cristina Davi,
Product
Manager at
Lipotec

4 questions to Cristina Davi, Product Manager at Lipotec about BRIGHLETTE™ *marine ingredient*

EURO COSMETICS: *You've introduced at in-cosmetics in Barcelona this year a new active for a brighter even skin tone, BRIGHLETTE™ marine ingredient. What can you tell us about this latest novelty?*

Cristina Davi: BRIGHLETTE™ *marine ingredient* is a revolutionary active ingredi-

ent as it acts on various stages of melanin production and deposition in the skin, approaching new targets, in order to control the pigmentation in a more integral and effective way. This multiple approach to decreasing melanin deposition allows for reduction in the size and contrast of the dark spots as well as increasing the brightness of the skin for an overall effect of a fair and radiant complexion.

It can be used in any cosmetic formulations destined to provide a brighter and even complexion and in anti-aging products with a premise of reducing dark spots.

EURO COSMETICS: *Pigmentation marks on the skin are not only a problem of the age but also the high UV radiation. How can the new active help to reduce the pigmentation?*

Cristina Davi: It is true since UV radiation stimulates keratinocytes to release diverse signaling factors that act on melanocytes to activate them and induce melanogenesis (the melanin production).

The first step of the melanin production and spreading process is the activity of melanocytes, which is directly related to the quantity of melanin produced and the number of melanosomes. The eventual level of pigmentation is also affected by the efficiency of melanosome transfer and the distribution of melanosomes within keratinocytes.

BRIGHLETTE™ marine ingredient consistently modulates all the key steps of melanin

production in the skin, as a result efficiently reducing the pigmentation.

First, it interferes in the initial activation of melanocytes where the production of melanin starts. Next, it inhibits the creation and maturation of melanosomes, that are organelles in which the melanin is synthesized. To further diminish the amount of melanin, BRIGHLETTE™ marine ingredient moderates the synthesis process and finally alters the transfer of mature melanosomes to keratinocytes located in the epidermis.

The efficiency of our new active is based on this multiple approach of modulating the pigmentation process.

EURO COSMETICS: *What have the clinical tests shown?*

Cristina Davi: Efficacy of BRIGHLETTE™ marine ingredient was proved through an

in vivo test, which showed an overall brightening and homogenization of the skin complexion with 12,7% reduction in ITA° in the contrast of dark spots, 6,9% decrease in size of the dark spots and 61,1% less of melanin content in those hyperpigmented areas after 8 weeks of treatment at 2% dose.

EURO COSMETICS: *Is the application reduced to a certain skin type and age?*

Cristina Davi: We performed the *in vivo* test on Asian volunteers, aged from 38 to 53. However, we believe it will be effective in any skin type and age, since the pigmentation process is the same.

EURO COSMETICS: *We thank you for the conversation.*

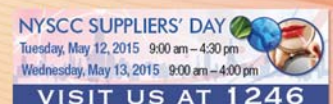
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