

# q beauty: **BE ENLIGHTENED**

Hyperpigmentation is a broad term used to describe concentrated areas of skin that become discoloured due to excess melanin production. Often harmless and limited to the face, neck, hands and chest, most common forms of hyperpigmentation include solar lentigines, also known as sun, age or liver spots; and melasma, or 'the mask of pregnancy'.

Although people of any age, sex and race can develop this condition, it is more prevalent in women of lighter skin tone and is usually attributed to a host of environmental and hormonal factors, including unprotected sun exposure, medications, and increased oestrogen levels.

While treatment options can include intense pulsed light (IPL), cosmetic surgery and dermabrasion, tyrosinase inhibition is proven to be the most effective and safest treatment to date. Offering a gentle and superior alternative to hydroquinone-based formulations, Enlighten by Evidence Skincare (ESK) uses a relatively new tyrosinase-inhibitor, 4-n-Butylresorcinol (4nB), to lighten skin and reduce future melanin deposits.

Pronounced "4-n-beutal-resorcinol", 4nB has been proven to be the most effective depigmenting agent when compared to industry alternatives such as hydroquinone, arbutin, azelaic acid, and kojic acid, and produce faster results in as little 6 weeks with less skin irritation.



Formulated with sensitive skin types in mind, Enlighten combines 4nB with antioxidant multitasker, niacinamide (vitamin B3), to help regulate normal skin cell function, improve the skin's moisture barrier, and reduce the transfer of melanin to keratinocytes where pigment is deposited. In addition to its hyperpigmentation benefits, Enlighten is also shown to help balance sebum production, increase collagen synthesis, and reduce post-inflammatory redness.

Suitable for daily and long-term use, Enlighten can be paired with other active ingredients, such as vitamin C and alpha hydroxy acids, for enhanced depigmentation and overall skin rejuvenation.

Available globally via Evidence Skincare (ESK), Enlighten retails for \$95 RRP (50g). Go to <https://www.eskcare.com> for more details.