

# Sérum PIGM 400

Lighten, Correct pigmented spots and Brighten complexion

## Pigmented and dull Skin Instants®

Pigmentation is determined by the amount and type of melanin present in the skin. Melanin gives the complexion a naturally lighter or darker coloring (the pigmentation affected by hereditary factors) but its presence also depends on photo-induced melanogenesis due to exposure to UV rays (facultative pigmentation).

The differences in tones and pigmented spots are generated by faulty regulation of melanin secretion and uneven melanin distribution. This natural phenomenon which is progressive over time is, in over 60% of cases, due to exposure to sunlight as well as the skin's maturation process, genetic predisposition, and hormonal imbalance.

At the same time, melanocytes become fewer and fewer thereby aggravating the locally abnormal accumulation of melanin.

With age, proteasome activity - the body's natural system for smart recycling and for repairing the damaging effects of oxidative stress - slows down. Lipofuscin, the yellow-brown pigment of oxidized proteins and lipids that ends up in the cells, manifests this deficiency, marking the skin with time-related scars commonly known as "age spots".

When the pigmentation process malfunctions the color is no longer uniform, and unsightly brown spots appear where there is an accumulation of melanin and lipofuscin.

## The Biologique Recherche response:

In response to the specific problems of pigmented and dull Skin Instants®, Biologique Recherche has developed Sérum PIGM 400 to be used alone or with Crème PIGM400.

Offered in a pump bottle for better storage and more precise dosage, Sérum PIGM 400 is specially formulated to prevent and reduce the appearance of existing brown spots.

**As it acts on all factors of melanin synthesis and on lipofuscin, Sérum PIGM 400 (as does Crème PIGM400) stands out by its global cosmetic approach to pigmentation.**



## A concentrate of 6 lightening and protective active ingredients

Sérum PIGM 400 is a lightening treatment that is gentle on the epidermis and acts on the four stages of the melanogenesis process and melanosome regulation (controlling their size, number, maturation and migration).

A treatment that regulates lipofuscin production which causes pigmented spots, it prevents the abnormal accumulation of lipofuscin in epidermal cells. Last but not least, as a protective treatment, its photo-protective and anti-free radical agents slow skin aging.

Its formula, boosted with lightening agents twice as concentrated as those in Crème PIGM 400, provides a super-effective response to inhibited melanin synthesis.

Used in combination with Crème PIGM 400 it visibly lightens pigmented spots and brightens the complexion.

### Actions:

- Prevents and reduces the appearance of existing pigmented spots
- Prevents and limits new spots appearing
- Produces an even, bright complexion
- Fights cell aging by its anti-oxidant action

### Results:

- Complexion is bright and even
- The appearance of existing pigmented spots is softened
- The appearance of new spots is limited
- Skin is radiant
- Skin can better resist external aggression

**Lightening active ingredients:** Watercress sprout extract, Soy-based pure Genistin, Chromanyl Peptide based-synthetic Peptide, Plum Pulp extract, Biomimetic peptide, Seal Lily Extract and Wakame extract

**Protective active ingredients:** Anti-ROS and anti-RNS Antioxidant, Wasabi Extract:

### Direction for use at the salon and at home:

#### At the salon:

To be used as part of a course of lightening treatment or a specific course for pigmented spots (at least a two-month course with a treatment every two weeks). Depending on the objective and the Skin Instant®, the booster used will vary and the frequency of treatments can be adjusted.

#### At home:

To be applied after Lotion P50 (balancing, exfoliating and toning lotion), continuously, morning and night on the entire face to lighten and brighten the complexion or on areas with pigmented spots (face, cleavage, forearms and hands). Continue until the desired effect is obtained on spots or complexion color.

Protect the skin from sunlight while using the product.

Avoid eye contour areas.

Do not use on children.

### Versionss:

Retail Version: 30 ml pump bottle

Professional Version: 100 ml airless bottle

### Availability for sale:

Spring 2013