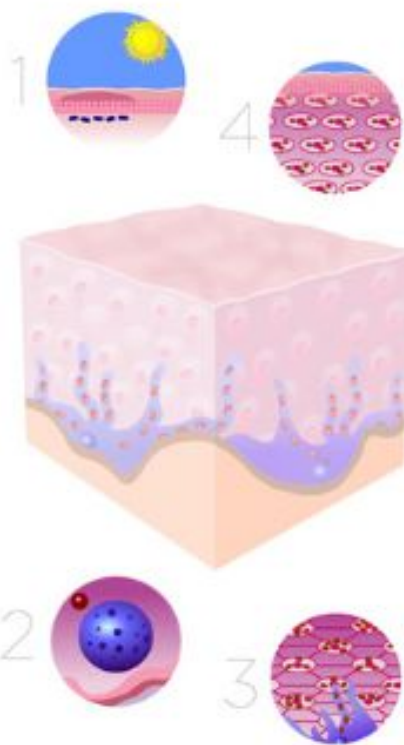


THE PATH TO BRIGHTER SKIN

THERE ARE 4 CRITICAL PROCESSES THAT ARE KNOWN TO IMPACT THE FORMATION OF HYPERPIGMENTATION.

Most topical brightening products on the market address some of these processes, but **NOT ALL** critical pathways within each process. It is important to address all critical pathways for brighter skin.



1 Melanocyte ACTIVATION -
Exposure to UV light, environmental and biological free radicals and hormones activate melanocytes by various pathways. *Activated melanocytes produce more melanin.*

2 Melanin PRODUCTION -
Activated melanocytes lead to increased production of tyrosinase, an enzyme responsible for melanin synthesis. Tyrosinase converts the amino acid, tyrosine, into melanin via a series of chemical reactions. The synthesis of melanin occurs in small vesicles called melanosomes.

3 Melanin TRANSFER -
Melanin produced by melanocytes is transferred to keratinocytes via multiple pathways, one of which includes the formation of dendrites that transport melanosomes into keratinocytes.

4 Keratinocyte MIGRATION -
Keratinocytes containing the melanosomes move outwards and eventually form the stratum corneum. *The migration of keratinocytes brings the melanin to the surface of the skin where it is more visible.*


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