

# BEATING DARK SPOTS

Neutrogena's Clinical Fine Fairness line offers a breakthrough solution that lightens stubborn pigmentation, with visible results in just three weeks\*.

**W**hen you're young, skin problems usually don't hang around for too long: Dark circles are mended by a good night's sleep, freckles fade, and dullness lasts just a day or two. But with age, our cell renewal rate slows down. This means that complexion concerns tend to persist – particularly dark spots.

#### Why Pigmentation Worsens with Age

Pigmentation, such as freckles and dark spots, is caused by an accumulation of melanin. There are two reasons why this worsens as we age. When the rate of cell renewal drops, melanin is not dispersed as quickly. We're also consistently exposed to UV rays, particularly on our faces, so melanin is constantly being produced. As a result, stubborn spots appear and skin tone becomes uneven.

#### A Solution That's Doubly Effective

Having identified the two reasons, Neutrogena is tackling them with a two-pronged approach. Its Clinical Fine Fairness range has VITAL-IONS™ to tackle cell renewal, and Lily Nectar to inhibit melanin production.

VITAL-IONS is a combination of zinc and copper minerals. These

are said to boost energy supply to the skin cells, kick-starting cell renewal to quickly clear accumulated melanin. Lily Nectar comprises white lily extract and stabilised vitamin C. This combination blocks melanin-production signals that are usually prompted when skin is exposed to UV rays.

The range comprises Radiance Essence (\$45.90), Multi-Protect UV Fluid SPF50+/PA+++ (\$34.90) and Radiance Cream (\$34.90). The UV fluid gives very high UVA/UVB protection, hanks to Neutrogena's patented Helioplex technology, and offers another form of protection from dark spots.



Here's what a user had to say:

*"I love the light, non-sticky texture of Neutrogena's Clinical Fine Fairness line.*

*I can even skip concealer now, as my skin tone seems more even while my dark spots have become visibly lighter."*

Clarissa Tan, account manager

#### "SUPERCHARGING" SKIN METABOLISM

Neutrogena's VITAL-IONS™ technology is based on how copper "supercharges" zinc's ability to boost cell renewal as the minerals work together to increase the skin's metabolic rate. In the star product, Radiance Essence, copper and zinc are in two separate chambers, combining only when dispensed. This, says the brand, optimises copper's "supercharging" abilities. According to tests by Neutrogena, lightening of stubborn spots and increased radiance are visible in just three weeks, and one bottle can rid skin of a year's accumulated melanin.

\*Spectrophotometer measurement in a test on 35 Asian women