

# FADE AWAY SERUM

Clarifying Brightener

For Hyperpigmented, Imbalanced, Blemish-Prone, Uneven Skin

SKIN CONDITIONS

**Hyperpigmented | Imbalanced Skin | Breakouts | Oily, Acne-Prone | Uneven Tone | Rough | Sallow | Ashy | Age & Sun Spots | Discoloration from Past Inflammation | Pollution-Exposed | Pustular Rosacea**

SKIN SYSTEM

Treatment

**ACTIONS**

- Refines pores and uneven texture for a visibly brighter look and softer feel
- Evens out discoloration for a blemish-free, healthy, glowing complexion
- Fades UV-induced pigmentation, age spots, ashy, dull, gray and glycated complexion
- Normalizes sebum production, minimizing blemishes and acne-related pigmentation
- Controls microbial proliferation, inflammation, hyperkeratinization and hyperpigmentation
- Brightens discolorations from sun damage and breakouts, revealing clearer, more even toned skin
- Softens past scarring & uneven complexion
- Controls congestions & clogged pores, helping clear signs of pustular rosacea
- Encourages cell turnover for long-lasting softness and clarity

DESCRIPTION

**This fast absorbing, highly concentrated mattifying serum starts working immediately to smooth away discolored surface cells, unclog oxidized sebum, banish breakout-causing microbes, and rapidly fade the appearance of UV-induced pigmentation and age spots. Quickly reveals a clearer, brighter, blemish-free complexion.**

Fade Away Serum employs the highest purity **Azelaic Acid** to refine the skin, clear surface congestions, and fade away stubborn dark spots. **Lilac Stem Cells** provide superb brightening sebo-regulation, minimizing dark spots caused by inflammatory blemishes. **Red Algae** work rapidly on UV-induced spots and age spots, while stabilized **Vitamin C** controls free radicals, inhibiting sebum oxidation and improving clarity and elasticity.

*Does not contain mineral oil, petrolatum, lanolin, parabens, gluten, synthetic fragrance, colorants, silicone or PEGs.*

**ACTION INGREDIENTS**

**Azelaic Acid 10%** | a potent multifunctional compound found in wheat, rye, barley and sunflowers, belonging to the family of dicarboxylic acids. Azelaic Acid is one of the most valuable and versatile keratolytic, comedolytic, antimicrobial, anti-inflammatory and pigment-brightening actives capable of improving multiple imperfections related to hyperpigmentation, acne, rosacea, aging and sensitive skin. Refines, brightens, clarifies and calms the skin.

**Lilac Stem Cells (Syringa Vulgaris)** | purifying and brightening sebo-regulators, reduce the intensity, number and the surface of irritated and discolored spots caused by inflammatory blemishes. Visibly reduce oiliness and shine, diminishing breakouts and promoting brighter, clearer-looking skin.

**Red Algae (Palmaria Palmata)** | clinically tested oligosaccharides from Palmaria Palmata, rich in xylans and galactans, target UV-induced pigment formation, age spots, ashy, dull, gray and glycated complexion. Fade and brighten dark senescent spots and photo-induced pigmentation, improving uniformity and luminosity.

**Stabilized Vitamin C** | bioavailable, time-released Vitamin C molecules go to work immediately to protect skin's suppleness by neutralizing surface radicals that lead to dehydration, accelerated aging and a compromised barrier. Protects skin lipids from pollution-induced radicals and supports healthy collagen build up for firmer, smoother skin. Discourages sun-induced pigmentation, evening out discolored, darkened spots.

**Safflower Oil** | protects from moisture loss, revives essential skin lipids and encourages barrier protection and repair, reviving softness and suppleness.

**Hyaluronic Acid** | bioactive hydrator that delivers instantaneous plumping moisture into the skin's surface and promotes healthy cell formation and skin recovery after aggression. Helps cells maintain moisture reservoirs for long-lasting hydration.

**Green Tea** | soothing plant antioxidant, calms signs of redness, irritation, and discomfort.

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BACKGROUND  
INFORMATION**UV-Induced Pigmentation, Age Spots, PIHP, Blemished Complexion**

Sun exposure is the number one cause of hyperpigmentation, as it triggers the production of melanin, which acts as skin's natural sunscreen. UV radiation triggers DNA damage in the nucleus of keratinocytes, which induces production of melanin in melanocytes. UV-induced DNA damage activates cellular repair signals that increase skin pigmentation which functions as a barrier against further UV damage. Pigment spots and age spots caused by sun exposure appear mainly on body parts that are frequently exposed, such as the face, hands and arms. They tend to be small, darkened patches of skin. Melanin overproduction can be triggered by a variety of factors, but the main ones can be linked to sun exposure, genetic factors, age, hormonal influences, pollution, breakouts and acne and skin injuries or inflammation.

Post-inflammatory hyperpigmentation occurs when a skin injury or trauma heals and leaves a flat area of discoloration behind. It can result from a cut, burn, chemical exposure, acne, eczema or psoriasis. It can also be caused by cosmetic procedures such as dermabrasion, laser treatment and chemical peels. Certain hormone treatments, chemotherapy drugs, antibiotics, antimalarials, anti-seizure drugs, and other medications can also result in hyperpigmentation. Hyperpigmentation is also symptomatic of certain illnesses, such as some autoimmune and gastrointestinal diseases, metabolic disorders and vitamin deficiencies.

**Azelaic Acid 10%**

BRIGHTENING, BALANCING, CLARIFYING, SMOOTHING and SOOTHING multitasker

A potent multifunctional compound found in wheat, rye, barley and sunflowers, **Azelaic Acid** is a part of the family of dicarboxylic acids which include *Alpha-Hydroxyacids (AHAs)*, *Polyhydroxy Acids (PHAs)*, *Aldobionic Acids (ABAs)*, *Retinoic Acid*, and *Vitamin C*. The carboxylic acids display similarities and differences in their topical actions and therapeutic applications. **Azelaic Acid** is naturally produced by the yeast *Pityrosporum ovale* and well tolerated by all skin types. It is one of the most valuable and versatile ingredients capable of improving multiple imperfections related to discoloration and hyperpigmentation, acne, rosacea, aging and sensitive skin. **Azelaic Acid** has been shown to normalize keratinization in the follicular infundibulum, exert an antibacterial effect against *Propionibacterium acnes* and inhibit melanogenesis and so has been used for topical treatment of acne and melasma. It is capable of refining the skin, clearing surface congestion and fading stubborn dark spots. It targets multiple signs of pigmentation, such as *hypermelanosis* caused by physical or photochemical agents, as well as for post-inflammatory hyperpigmentation, believed to be caused by reactive oxygen species.

*Azelaic Acid DOES NOT result in: Photosensitivity (easy sunburn), bacterial resistance to antibiotics, dryness, staining or bleaching of skin or clothing.*

**Breakouts And Blemish-Related Pigmentation**

Sebum overproduction traps dead skin cells as well as the bacteria that feed on these skin cells and multiply, clogging pores and creating a hub of pro-inflammatory processes. This leads to skin that becomes covered with little red bumps that may become more pronounced. In the USA, 50% of women between the age of 20 and 30 have this type of lesion, and 25% still do between the age of 40 and 50.

Fade Away Serum works on reducing sebum production and limiting sebocyte proliferation as well as improving the elimination of the corneal layer to prevent dead skin from accumulating. This limits the "breeding ground" for *P. acnes* proliferation. Reducing the number of bacteria and their cellular binding helps modulate the pro-inflammatory effects related to the presence of these bacteria. Limiting the formation of pro-inflammatory lipids and cytokines also help limit inflammatory hyperpigmentation and stubborn dark red discoloration around the pores.

**Lilac Stem Cells (Syringa Vulgaris)**

Purifying and brightening plant extract produced through directed plant cell culture methods designed to increase Lilac's content of *verbascoside*, a potent biosugar with multiple benefits on imbalanced complexion. They inhibit melanogenesis and limit the transfer of melanosomes to the neighboring keratinocytes, reducing the dark spots caused by inflammatory blemishes. Minimize accumulation of immature keratinocytes, improving the elimination of dead cells. Minimizes sebum and surface cell build up, improving the elimination of dead cells and revealing a smoother, blemish-free surface.

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BACKGROUND INFORMATION

- Reduce the number of imperfections by half in just after 30 days of use
- Modulate pigment formation and transfer making skin color more homogeneous
- Reduce the intensity of dark spots caused by inflammatory blemishes
- Diminish the surface area of red spots by 38%
- Mattify the complexion by reducing lipid production by 58%
- Modulate the proliferation of opportunistic bacteria directly and via antimicrobial peptides production
- Limit the bacterial breeding ground by decreasing hyperkeratosis and the bacteria's system for binding to cells
- Increase synthesis of antimicrobial peptides Cathelicidin by 39% and Beta-defensin-2 by 47%,
- Exhibit strong anti-tyrosinase activity to limit the melanin production stimulated by inflammation
- Modulate hyperkeratinisation and hyperpigmentation

**Glycation And Senescent Spots**

*Glycation* is a yellow cast, loss of firmness and skin rigidity caused by a non-enzymatic binding of sugars and proteins. The effects of *glycation* start to become visible around age 35. *Glycation* is a natural biological process caused by oxidized sugars “coating” or combining with amino acids and proteins. *Glycation* affects mitochondrial proteins, decreasing ATP synthesis and energy. Collagen, elastin and fibronectin structures are modified, leading to changes in the mechanical and elastic properties of the skin. It produces “crème brûlée” like effect in the skin – making proteins brittle and stiff and causing dark yellow shadows to appear on the skin's surface.

*Senescence* spots are dark (age) spots caused by aged, sluggish cells which are no longer dividing and have entered a state of permanent growth arrest without undergoing cell death. *Senescence* is characterized by a build-up of a toxic and cell-damaging proteins, which are critical for the cellular activity (nucleus structure and DNA replication). The accumulation of these damaging proteins in fibroblasts and keratinocytes causes nuclear defects and DNA damages, contributing to the appearance of signs of aging.

**Red Algae (Palmaria Palmata)**

These unique **Red Algae** interrupt hyperpigmentation in 3 key areas: inactivate tyrosinase, inhibit melanin synthesis and limit the transport and transfer of melanosomes. Their specialized sugars also regulate photo-induced epigenetic modifications in melanocytes, controlling the melanosome environment and diminishing future spots, while helping to maintain a flawless and radiant tone.

After 56 days of treatment, **Palmaria Palmata**:

- Reduced intensity of senescence spots in 76% of the volunteers
- Significantly increased clarity of the skin
- Reduced yellow melanin pigmentation
- Increased overall brightness and uniformity
- Decreased the mean surface of spots in 58% of the volunteers
- Reduced the quantity of melanin synthesized by 52%.
- Reduces photoinduced synthesis of SCF (Stem Cell Factor) by 81% thereby limiting photoinduced pigmentation. (\*SCF increases considerably after UVB irradiation prompting melanin synthesis)
- Reduces the activity of tyrosinase by 27% (tyrosinase, a key enzyme of melanogenesis)

FRAGRANCE

None

pH

4.3

SOLUBILITY

Emulsion

water/eau (base), azelaic acid (refining & brightening), propanediol (humectant), carthamus tinctorius (safflower) seed oil (lipid-rich plant oil), tetrahexyldecyl ascorbate (stabilized vitamin C), palmaria palmata extract (brightening red algae), syringa vulgaris (lilac) extract (balancing sebo-regulator), glycyrrhiza glabra (licorice) root extract (soothing), camellia oleifera leaf extract (soothing), sodium hyaluronate (hydrating), sclerotium gum (hydrating), lecithin (forms liposomes), pullulan (firming), xanthan gum (emulsion stabilizer), acrylates/C10-30 alkyl acrylate crosspolymer (gelling agent), polyisobutene (emollient), polyacrylate-13 (thickening agent), polysorbate 20 (mild emulsifier), butylene glycol (hydrating), phenoxyethanol (antimicrobial preservative), maltodextrin (delivery system), sodium hydroxide (pH adjuster), sodium benzoate (antimicrobial preservative), ethylhexylglycerin (skin conditioner), disodium EDTA (mineral chelator).

## FADE AWAY SERUM continued

### DIRECTIONS

**Home Care** | Apply 1-2 pumps to clean, dry skin. Avoid close contact with the eye area. Not recommended for ultra sensitive skin. Do not blend with other serums and treatments. Always apply on fresh skin alone, allow to dry and then follow with other serums, treatments or moisturizers.

**CONTRAINDICATIONS** | This treatment is not recommended for skin that flushes or blushes easily, skin with signs of eczema or sunburn. Avoid use on broken or cut skin.