

Skin Care News & Notes

Brighten Up And Even Out Skin Tone

(NAPSA)—Women universally want a bright and flawless complexion, but that doesn't mean the same product will work for everyone. Richer skin tones, for example, may require a more focused approach.

It can be harder for women of African, Asian, Middle Eastern and Hispanic descent to achieve a radiant, flawless complexion because they have higher levels of melanin in their skin. These women are naturally prone to developing hyperpigmentation and dark marks, making it more difficult to maintain even-toned skin.

There are a variety of causes of hyperpigmentation, including acne scars, overexposure to the sun, and scratches that can leave behind dull skin that appears dark or blotchy.

"Hyperpigmentation is a common condition where areas of the skin become darker in color than the normal, surrounding skin," says dermatologist Dr. Jeanine Downie of image Dermatology in Montclair, N.J. "I tell my patients with melanin-rich skin tones that the first step to preventing hyperpigmentation from developing is to limit sun exposure and to use a daily moisturizer with SPF 30 year-round."

Both over-the-counter and prescription treatments are available to help even skin tone. For affordable products, head to your local drugstore for a fade cream containing hydroquinone (2%), a skin-brightening ingredient that decreases the production of melanin in skin.

"Hydroquinone is the most effective ingredient for evening out skin tone; however, it can cause irritation," says Dr. Downie. "I recommend to my patients that



Many women with darker skin use a mark minimizer to reduce the appearance of dark spots that can discolor their skin.

before they start using the ingredient they conduct a patch test by applying a thin layer of the cream with a cotton swab to a specific dark spot before putting it on additional problem areas."

For a remedy to visibly reduce hyperpigmentation that is hydroquinone-free, Ambi® offers the Even & Clear™ Targeted Mark Minimizer. The treatment contains a triple-action formula combining vitamin C, an anti-aging ingredient, vitamin A to even skin tone, and vitamin E to soften and refine skin without altering skin's natural tone. Other key ingredients to look for in skin care products that help to brighten up skin include soy, pomegranate, and kojic acid.

In addition to applying a spot treatment or cream to trouble areas, experts recommend using a gentle exfoliant formulated with natural soy and salicylic acid daily. The combination of these ingredients will wash away bacteria and promote a clearer, brighter complexion.

For more information, visit www.ambiskincare.com.