



The MOST
powerful
Skin Lightening
Cream Available!

Lightenex® Plus

Clinically Tested, Licensed and Produced in EU



Available in 10,000 outlets including
Harrods, Knightsbridge, London

www.LightenexPlus.com

Lightenex® Plus uses innovative skin care technology with new powerful skin lightening ingredients integrated synergistically with well established Melanin reducers.

The new clinically proven ingredients are:

- Octadecenoic acid
- Tyramine
- Sodium Ascorbyl Phosphate

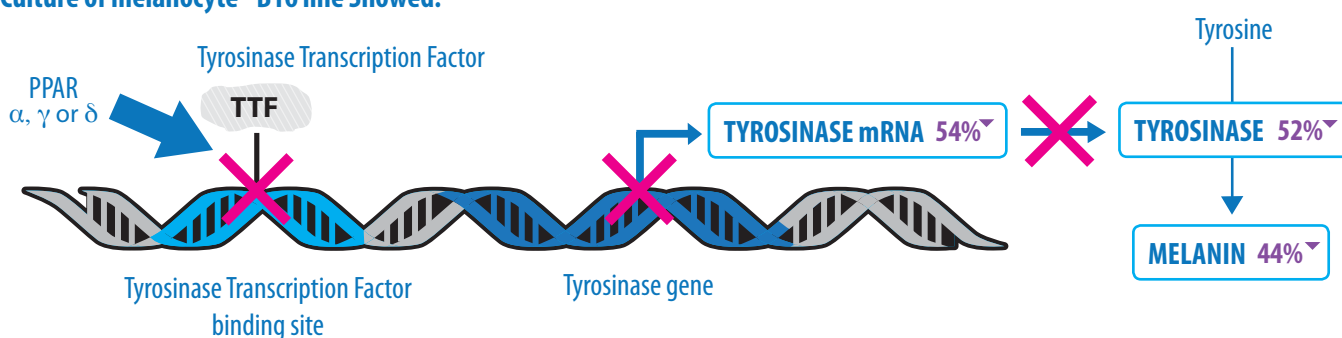
Scientific studies on these three are summarised as follows:

Octadecenoic acid (O.D.A)

Clinically proven to be the Most Potent skin lightener!

In Vitro: Effect of ODA on pigmentation mechanisms

Culture of melanocyte - B16 line Showed:



The only proven melanin reducer acting on DNA

Clinical Study:

Activation of PPAR reduces tyrosinase transcription, enhances tyrosinase degradation and reduces skin melanogenesis. Johann W. Wiechers, Ph.D.1, Anthony V. Rawlings, Ph.D.2, Jean-Claude Nicolas, Ph.D.3, and Marie-Dominique Galibert, Ph.D.4, 1Uniqema, Gouda, The Netherlands, 2AVR Consulting, Northwich, UK, 3INSERM, Montpellier, France and 4Université de Rennes, France.

Trial Summary:

In placebo controlled clinical studies involving 20 subjects of Indian and Pakistani descent, with a 2% ODA-containing formulation showed using chromametric and mexametric analysis.

A significant reduction ($p < 0.025$) in skin colour after 8 weeks.

ODA acts on the PPAR (peroxisome proliferator activated receptor) on the nuclear membrane of the melanocyte to lower concentrations of Tyrosinase mRNA, Tyrosinase and Melanin.

An independent clinical trial was carried out on 21 Asian female volunteers, aged (27-50), with twice daily applications of ODA for 8 weeks, followed by a four week regression period. Results were measured by : Chromameter & Mexameter at weeks 0, 2, 4, 8, 10 and 12.

LIGHTNESS
INCREASED
BY **90%**

CLARITY ITA
INCREASED
BY **71%**

MELANIN QUANTITY
REDUCTION
BY **76%**

Lightenex® Plus

The extra strength Skin Lightener



Tyramine (Citrus unshiu extract)

Independent trials on 20 volunteers for 6 weeks showed:

TYROSINASE ACTIVITY
REDUCTION ▼
BY **46%**

MELANIN QUANTITY
REDUCTION ▼
BY **50%**

SKIN COLOUR INTENSITY
REDUCTION ▼
BY **28%**

Another trial of twice daily tyramine application for 2 summer months on 19 Asian volunteers (average age 29)

RESULTS SHOWED AN
IMPROVEMENT
IN SKIN COLOUR

BY **16.3%[▲]**

Results were measured by Chromameter & Mexameter

Sodium Ascorbyl Phosphate

In vitro study on human melanocytes, Lightenex® Plus showed an 80% decrease in Melanin content with 7 day incubation stimulated with 25kg/m² UVA light twice a day over 4 days.

A independent clinical study of the effect of Sodium Ascorbyl Phosphate on skin pigmentation was carried out:

- Double blind study with half face treatment.
- 39 female volunteers, 30-45 years old.
- Test cream containing 3% Sodium Ascorbyl Phosphate and 1% Vitamin E
- 12 weeks usage twice daily.

In vivo study of skin pigmentation:
% Improvement

INCREASE

BASELINE

+3%
WEEK 4

+17%
WEEK 8

+24%
WEEK 12

Measurement was done by means of dermatological reading

Sodium Ascorbyl Phosphate visibly evens the skin tone

Lightenex[®] Plus

The MOST powerful Skin Lightening cream

- Melasma, Chloasma & resistant hyperpigmentation
- No harmful ingredients, bleach or hydroquinone
- Safe to use in pregnancy

FACT: Tyrosinase catalyses melanin over-production

Lightenex[®] Plus contains proven skin lightening agents that reduce melanin synthesis.

How Lightenex Plus works on Tyrosinase:



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PharmaClinix Ltd
132 Bramley Road,
Kensington, London
W10 6TJ
+44 208 969 0063
www.pharmaclinix.com

