SymWhite® 377
158281
BEAUTIFULLY BRIGHT
ACTIVES
SymWhite® 377
BEAUTIFULLY BRIGHT

PRODUCT CLAIMS

· Promotes an even-toned, radiant complexion

· Brightens and balances your skin’s natural tone

· Prevents UV induced discoloration and uneven tone

· Clinically shown to work, Hydroquinone - free

THE DIFFERENCE

· Skin brightening active ingredient for face and body
  · More effective at 0.5% than 1.0% Kojic acid in vivo

· Clinically proven skin brightening efficacy

· Helps reduce the appearance of darker facial and underarm hair
  · 33% reduction of melanin in hair follicles after 4 days in-vitro

· Potent anti-oxidant properties

CONSUMER INSIGHTS & BENEFITS

· Uneven skin tone, discoloration or hyperpigmentation, but also lack of radiance are concerns consumers are ready to pay for
  · Quick and visible results are highly appreciated

· Many consumers with a fragile skin have concerns with products such as brightening, tone correctors etc.
  · They are looking for efficient yet skin friendly products

· Many consumers believe nature is safe and science brings efficiency to the next level
  · They want natural ingredients AND innovative technology
THE PRODUCT

- INCI: Phenylethyl Resorcinol
- Nature-inspired: derived from a powerful molecule that exists naturally in Pine tree
- Product number: 158281
- Use level: up to 0.5%
- White crystalline powder
- Patented
- Oil soluble
- Complies with Cosmetic regulations in the USA, Europe, Japan¹ and China²

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¹ Not approved for QD application
² SFDA approved in 2012 as a cosmetic active

EFFICACY DATA

Skin Brightening Efficacy

in vivo study

**p<0.05 versus Placebo

0.5% SymWhite® 377 is more effective than 1.0% Kojic Acid

PROTOCOL:

- 12 Asian subjects (skin type III)
- Application site: dorsum
- Application frequency: twice daily
- Samples:
  - untreated
  - 0.5% SymWhite® 377
  - 0.5% SymWhite® 377 (pre-solubilized in CCT)
  - 1.0% Kojic Acid
  - Placebo (gel formulation)
- Measurement of change in skin tone prior to first application (day 0) and after 28 days
- Measurement by:
  - Chromometer - L* values
  - Visual scoring by expert grader
**EFFICACY DATA**

**Hair Lightening Efficacy**

*in vitro* study

**PROTOCOL:**
- 12 microdissected hHF human hair follicles per test sample
- Cultured for 4 days w/o SymWhite® 377
- Melanin detection by Fontana Masson staining
- Melanin quantification via image analysis software

* -33%

\[ p < 0.05 \]

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Reduces the appearance of dark facial hair after 4 days (33% reduction of melanin in hair follicles, *in vitro*)

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