

SKIN CARE ROUTINE FOR HANDS, ELBOWS, KNEES AND ARMS

Your hands have a lot to tell about your age. The look and feel of your hand tells the story about how you care for yourself. For luxurious skincare, use Skin-so-fair body serum for dark rough hands to smoothen them, moisturize them, brighten them and give your skin a nice feel. Your hands and elbows, knees and legs will remain smooth and supple. This plant derived nutrient rich serum and moisturizer has the delightful ingredients and fragrance to give you a “scentual” experience. Also, remember to apply a sun blocking agent or protective clothing if you desire to stay in the sun for hours. However some of our products offer some degree of UV protection. We do not have any Sun protection factor claims however. Most sun blocking agents can be found over the counter in most drug stores.

When it comes to skin care, Fade creams and moisturizing body Serums keep your hands looking good, smooth and moisturized. Applying creams to hands have the same basic principles as applying skin creams to the rest of the body. Hands need lots of moisture. Fade creams can help you get rid of dryness and brown spots. Awanshine and skin so fair line of products contains emollients and moisturizers that moisturize, tone, cleans and exfoliate the hands, feet, skin helping to lighten brown spots, reduce age spots, fight wrinkles and lighten and brighten the skin tone and texture.

Awanshine and skin-so-fair line of products were formulated as alternative to using steroid drug products for lightening the skin. The side effects or long-term effects from using steroid containing drugs cannot be over-emphasized.

Awanshine and skin so fair products make use of various plants extracts with whitening effects. Bearberry is extremely rich in L-arbutin. Arbutin can inhibit melanogenesis by affecting the activity of tyrosinase rather than by killing melanocytes and decreasing the synthesis of melanin. Arbutin executes its activity by mimicking the amino acid tyrosine, the usual substrate of tyrosinase. This makes it one of the safest and effective skin lightening agents in the 21st century.

DANGERS ASSOCIATED WITH SEROID USE FOR SKIN LIGHTENING

Topical steroids have revolutionized the practice of dermatology since they were introduced in the late 1950s. Like all medications, topical (cortico) steroids are associated with potential adverse effects (side effects) especially if they are used incorrectly. You may not use these for toning, lightening or beautifying the skin unless under the supervision of a Doctor. These products are prescription drugs being sold over the counter or in some cosmetic counters in most countries including the United States. Consult a Doctor before using these products for depigmenting the skin. To know if a cream you are using contains a steroid drug product; look for any of the ingredients in the composition section of the tube or leaflet. If it contains any of the ingredients listed below, call your Doctor for advice. This guideline is solely informational and it must not be used as a substitute for a Doctor's advice. These drugs are highly regulated in the United States and other countries. Here are some examples of steroid drugs in the market:

Some are Very potent (up to 600 times as potent as hydrocortisone) e.g. Clobetasol propionate (Movate, Dermovate, Provate, etc) & Betamethasone dipropionate

The following are 150-100 times as potent as hydrocortisone: Betamethasone valerate, Betamethasone dipropionate, Diflucortolone valerate, Fluticasone valerate, Hydrocortisone 17-butyrate, Mometasone furoate, Methylprednisolone aceponate, Moderate (2-25 times as potent as hydrocortisone), Clobetasone butyrate, Fluocinolone acetonide, Triamcinolone acetonide. Mild steroids include Hydrocortisone 0.5-2.5% (Least potent of the steroids and as a result it is being sold over the counter in the United States and other countries. Useful for mild allergic reactions.

INTERNAL SIDE EFFECTS OF STEROIDS:

Steroid use or abuse for skin lightening purposes can be associated with severe and long-term complications. From the literature and research which could be found in most Pharmacology books, If more than 50g of clobetasol propionate (2 tubes of Movate, Dermovate etc), or 500g of hydrocortisone is used per week, sufficient steroid may be absorbed through the skin to result in adrenal gland suppression and/or eventually Cushing's syndrome (fluid retention, raised blood pressure, diabetes etc. may result.) Topical steroids can suppress the production of natural steroids, which are essential for healthy living. Stopping the steroids suddenly may then result in illness. Steroids have non-specific effects on the immune system. Whilst decreasing the degree of inflammation, corticosteroids also decrease wound-healing rates and immune system defenses against infection and make the skin more fragile. This becomes a severe problem in immune compromised patients especially HIV patients, cancer, Diabetes just to name a few. However, Most steroids cause skin atrophy (skin thinning, stretch marks and rosacea) with chronic use especially at the concentrations normally used for skin lightening.

COSMEPHARM has taken great care in selecting ingredients. Our line of products have been formulated to offer a safer alternative to effective, and natural skin lightening and brightening products. Quality is our pride.

CARING FOR PROBLEM AREAS OF THE SKIN WITH OUR FADE CREAMS AND BODY SERUMS:

Taking good care of your Hands, Feet, Face and hair are excellent areas to start in skin care. Your feet and hands can become dry, cracked, and rough. Give yourself a wonderful foot massage with either Awanshine moisturizing cream, skin-so-fair moisturizing cream or Skin-so-fair body serum one to two times a day. Pure jojoba oil, Grapeseed oil, glycerin, AHA and plant extracts in Skin-so-fair serum has revitalizing actions and exfoliating properties on the skin, feet, hands, skin and elbows leaving them "touchably" soft. Jojoba Oil nourishes and revitalizes skin, relieves sunburn and can be used on hands, nails and hair. Jojoba Oil is similar to the natural sebum secreted by our own skin. The structure of jojoba oil closely resembles

that of skin sebum, it is an excellent moisturizer and is ideal for all skin types. It contains myristic acid, which also has anti-inflammatory actions. It can in most cases be used on acne skin without any problems as it helps to control acne. When used as a massage medium, it acts as an emulsifier with the skin's natural sebum and gently unclogs the pores and lifts dirt and impurities. It is suspected that jojoba oil activates the skin into stopping the production of sebum through somehow mimicking sebum. Skin-so-fair serum is very rich in jojoba oil and helps in fighting wrinkles as well as dry, or oily skin keeping it lightened, fresh smooth and well nourished. Jojoba oil will assist in breaking down sebum in plugged-up pores. This also means that jojoba oil will assist in breaking down sebum in plugged-up pores. Sebum and jojoba oil will mix readily without sealing off the skin pores.

Grapeseed Oil is rich in linoleic acid, an essential fatty acid quite important for the skin and the cell membranes. It is purported to have regenerative and restructuring virtues and has great skin moisturizing and anti-oxidant and anti-inflammatory properties

Kojic acid in skin-so-fair line of products offers an excellent alternative to Hydroquinone for skin lightening. Research has shown it both in-vitro and in-vivo and also in animal studies that kojic acid is effective for inhibiting melanin production. Sources (*Analytical Biochemistry*, June 2002, pages 260–268; *Cellular Signaling, American Journal of Clinical Dermatology*, September–October 2000, pages 261–268; *Archives of Pharmacal Research*, August 2001, pages 307–311).

Skin so fair line of products are very rich in Magnesium Ascorbyl Phosphate (MAP), a form of vitamin C with skin lightening effects. Vitamin C (L-ascorbic acid) is essential for life. Vitamin C is necessary for the hydroxylation of procollagen, proline, and lysine. Deficiency results in several problems including purpura (Purple discolorations on the skin caused by bleeding underneath). Vitamin C has antioxidant properties on the skin that clenches free radicals and regenerates vitamin E. It is an important regulator of collagen expression stimulating its synthesis. Vitamin C levels on the skin are severely depleted after UV irradiation. Vitamin C improves and normalizes the changes caused by photo-damage.

TIPS ON USING PRODUCTS CONTAINING ALPHA HYDRO ACIDS

Alpha hydroxy acids (AHAs) are obtained from fruits such as lemons, grapes & apples, sugar cane & sour milk and bitter almonds. Alpha hydroxy acids are very familiar e.g. Lactic acid is found in milk, Citric acid is found in Oranges and lemons, Malic acid in apples, Glycolic acid is extracted from sugar cane and bitter almonds contain mandelic acid. They are natural and are found in plants and natural foods and human body. AHAs have been shown to decrease the signs of aging. The skin appears smoother and more uniform. The likely cause of these changes is the property of AHAs to enhance epidermal shedding thus making them the best choice for use in reducing wrinkles and fine lines, dryness, acne, cracked and callused skin etc.

AHAs are added to skincare products in the most part based on the above properties. AHAs are meant to improve oily skin, prevent acne, pimples, blackheads, reduce acne scars, improve skin's texture and tone & bring out radiance, treat fine lines, wrinkles & lighten freckles. The outermost layer of our skin called the epidermis is covered with dead cells. These dead cells undergo a regeneration process whereby they flake off during bathing or washing & cells from below the epidermis will surface. However due to air pollution, sun's rays, ageing process & other causes, the regeneration process slows down & causes severe accumulation of dead cells which in turn makes the skin dull, dry, rough and darker. AHAs promote the shedding of the dead cells & promote the renewal of skin cells to take place making it smooth and radiant.

However AHAs may cause mild irritations & make skin sensitive to sunlight. Severe side effects would occur if a high concentration of the acid were used. Used correctly, AHA does not increase sun sensitivity. Sun sensitivity occurs when skin is irritated and inflammation occurs. Those with very fair coloring are especially susceptible to this since their skin tends to be more sensitive. Those with sensitive skin should always avoid glycolic acid, even in lower concentrations. Less irritating AHAs such as mandelic acid, malic acid, lactic acid, should be used. As a precautionary measure, refrain from using alpha hydroxy acid products with 10% concentration and higher except under the doctors supervision. To be on the safe side, also look for products with a PH Level between 3.5 and higher (says Dr Bailey from the FDA office of cosmetics and colors). Avoid AHA together with other products containing retinol. Such a combination may be too harsh for the skin unless recommended by a dermatologist. Always use a sunscreen when using alpha hydroxy acid containing products. Do a skin-sensitivity test on a patch of skin if you are a first-time user of any AHA product or are using a different brand or a product with a different concentration or pH than you are used to. Also avoid using the product immediately if you experience adverse reactions. Signs of adverse reactions include stinging, redness, itching, burning, pain, and bleeding or change in sun sensitivity.

Skin-so-fair body serum contains an AHA called Mandelic acid from Bitter almonds with a PH between 3.6-4.0 together with other skin brightening agents like licorice extracts and oils like jojoba oil, glycerin and grapeseed oil making it excellent for rough, aged and dull skin types