



Answers to your questions

Will Demelan Cream be suitable for my oily/dry/sensitive skin? And will it change my skin type

Demelan Cream is not a skincare product (like your cleanser or moisturiser). Demelan Cream is a problem-specific treatment for hyperpigmentation. This treatment cream compliments your daily skincare regime and is appropriate for all skin types.

Will Kojic acid and Glycolic acid harm my skin?

The active ingredients in Demelan Cream are naturally-derived and gentle on skin. Kojic acid and Glycolic acid are not the kind of acid that will burn the skin. Kojic acid is a pigment reducing agent with anti-inflammatory properties. Glycolic acid is a cell renewing agent. You might experience a slight tingling for the first few days of application, as your skin adapts to the new treatment.

Is Demelan Cream suitable for all skin tones?

Demelan Cream can be used on all skin tones.

Do I apply Demelan Cream to the whole face or just where I have a problem?

Apply Demelan Cream only to problem areas, acne marks, dark spots and irregular dark skin patches. Demelan Cream is a pigment-reducing treatment, therefore it should only be applied to areas where you would like to reduce dark marks or spots.

How will Demelan Cream help even my skin tone?

Demelan Cream is a problem-specific treatment for hyperpigmentation (dark spots on your skin). It reduces the over production of melanin in the affected areas. Apply Demelan Cream only to these areas. You can stop treatment when you see the dark spots has evened to match your natural skin tone. Continued use should be under the guidance of a healthcare professional.

How long will my Demelan Cream tube last?

Demelan Cream should only be applied in small amounts to the problem areas, once a day and only every second day for the first week. How long the tube lasts depends on the amount used, which is dependent on the size of the area being treated.

Demelan Cream can work for you, if you:

- Have dark discolouration on your face that was caused by the sun
- Developed 'the mask of pregnancy' (melasma) which did not fade away after having your baby
- Have facial 'dark marks' caused by acne/pimples or eczema
- Have light or dark brown patches, spots or marks on your face since using an oral contraceptive or hormone replacement therapy
- Have reached menopause and found symmetrical brown marks on your face

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Recommended by dermatologists* and available from your pharmacist or Over-The-Counter (OTC) without a prescription.

*Impact RX June 2014.

References: 1. Mashwood AA. Treatment of hyperpigmentation disorders. *J Pak Assoc Dermatol* 2006;16:65-68. 2. Bandyopadhyay D. Topical treatment of melasma. *Indian J Dermatol* 2009;54(4):303-309. 3. See Demelan Cream package insert. 4. <http://en.wikipedia.org/wiki/Melanin>. Viewed on March 2014. 5. <http://www.webmd.com/skin-problems-and-treatments/hyperpigmentation-hypopigmentation>. Viewed on March 2014. 6. Halder RM, Richards GM. Topical agents used in the management of hyperpigmentation. Department of Dermatology, Howard University College of Medicine, Washington DC, USA. 7. Baumann LS, Torok HM, Taylor SC. New directions in the treatment of melasma. *Skin & Allergy News* (supplement). 8. <http://en.wikipedia.org/wiki/Hyperpigmentation> 9. Ortonne, J, Bissett, DL. Latest insights into skin hyperpigmentation. *Journal of Investigative Dermatology Symposium Proceedings* (Review). 10. Rendon M, Berneburg M, Arellano I, et al. Treatment of melasma. *J Am Acad Dermatol* 2006;54:S272-281. Glenmark Pharmaceuticals Pty Ltd, Unit 7 & 8 York House, Tybalt Place, 185 Howick Close, Waterfall Business Park, Vorna Valley. Tel: 011 564 3900. Fax: 011 564 3939. www.glenmarkpharma.co.za



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*Individual results may vary.



How our skin gets its colour

Melanin is an important pigment or group of colour cells that are naturally produced by the skin. It's what gives your skin its natural colour. Melanin also protects the skin from the sun's harmful rays.⁴ Simply put, skin pigmentation is the natural colour of your skin.⁵

Pigmentation is not a 'problem'

However, the possible development of darker spots and patches on the face or body may be a problem for many, forcing us to cover up these areas. This skin condition is referred to as hyperpigmentation.⁶

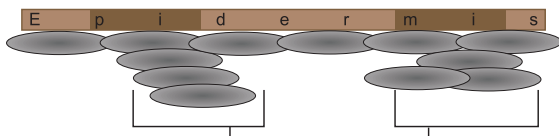
A common and difficult to treat skin condition, hyperpigmentation

What is hyperpigmentation?

These marks and dark spots are what we call hyperpigmentation (often confused with the term 'pigmentation'). Hyperpigmentation happens when the skin produces too much melanin. **This is a problem** – it is the unwanted pigmentation that causes your skin to look darker than normal.⁵



uneven skin tone



Areas of the skin where excessive melanin production is occurring

What causes hyperpigmentation?

All skin types are affected by pigmentation problems when the skin is exposed to various levels of stress and damage. But it is most common in darker skin types, with women making up a large majority of those affected (90 percent)⁷

Hyperpigmentation may be caused by:

Inflammation – acne, eczema, ingrown hairs and non-hormonal medication can leave horrible marks on your face, a constant reminder of blemishes that have already healed.⁹

Physical damage – the most common cause of pigmentation problems is caused by UV damage from the sun's rays.⁹ Excess sun exposure without protection or scarring caused by physical injury can also cause hyperpigmentation.

Hormonal causes – an oestrogen imbalance can cause various pigmentation problems. Oral contraception, hormone replacement therapy, pregnancy or menopause can cause melasma, often called 'the mask of pregnancy' in pregnant women.⁷

Treating the problem

Hyperpigmentation is difficult to treat.⁶ Various products are available - from basic skincare creams to doctor-prescribed medical treatments and invasive chemical peels.

Dermatologists often recommend a topical pigment-reducing cream as a first line of treatment.¹⁰ In addition to this, further maintenance may be needed and should be continued for several months.¹⁰

Time spent in the sun should always be with protection in the form of sunscreen and a hat. If your cause of hyperpigmentation is hormonal and you are using birth control, you may need to speak to your doctor about switching to a different kind of pill or another method altogether.

When we try to get rid of the marks that mask our faces, we'd like to see fast results, while still being kind to our skin. We may also need the assurance that the product we use is both scientifically proven and medically trusted.

CREAM DEMELAN recommended by dermatologists*

Demelan Cream is an effective pigment-reducing treatment that can win back your healthy, radiant-looking skin. Unlike other depigmenting creams, Demelan Cream has the clinical benefits of three active ingredients. Two work to reduce hyperpigmentation, while the other renews cells in the process:³

- Alpha-arbutin } even pigmentation
- Kojic acid } even pigmentation
- Glycolic acid } cell renewal

With more than one active ingredient, visible results can be seen in four weeks, with further improvement as you continue with treatment.³

Demelan Cream is easy to use

Demelan Cream can conveniently be used together with your usual daily skincare regime.

It is recommended that you begin by applying it every second day for the first week. Apply a small amount of Demelan Cream to the problem areas in the evening after your normal cleansing routine. Demelan Cream is not intended as a replacement for your normal moisturiser. Apply Demelan Cream before your moisturiser so as not to create a barrier between the treatment and your skin.³

A sunscreen with an SPF 30 or higher should be applied during the day and prolonged sun exposure should be avoided while treating pigmentation problems. Avoid applying to eyelids, external corners of the mouth or nose and any injured or irritated parts of the skin.

You should stop treatment once the discoloured area returns to the same shade as the surrounding skin. Continued use should be under the guidance of a healthcare professional.

Demelan Cream should not be used with other pigment-reducing or peeling treatments.³

Demelan Cream is not recommended for persons under the age of 18 or pregnant and breastfeeding women without prescription by a doctor.

Demelan Cream is available from your local pharmacy

Demelan Cream is prescribed by dermatologists, so the cream is often found at your pharmacy's dispensary. Because Demelan Cream is not scheduled, it is also available OTC without prescription, at an affordable price.

Demelan Cream and Demelan-S Sunscreen SPF 50 used as a daily regime is a pigment-reducing medical treatment for dark spots or patches[#]

[#]ImpactRX January 2016.

