

SABBSKIN

**THE  
HYPERPIGMENTATION  
EBOOK**

A COMPLETE GUIDE ON  
HYPERPIGMENTATION AND HOW TO  
TREAT IT.

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# SABBSEKIN

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# SABBEEN SHEIKKH

## FOUNDER OF SABBSKIN AND SABBORGANICS

Sabbskin and Sabborganics is a skincare company and nutraceuticals brand respectively that promises to simplify skincare and beautify people inside out so that they feel confident and accepted within themselves. Our mission and passion are about beautifying people through their minds, body, and soul so that they feel confident and accepted within themselves. We achieve this through their skincare, nutrition, and wellness.

# CONTENTS

**1**  
HYPERPIGMENTATION, ITS CAUSES & TYPES

**2**  
TYPES OF HYPERPIGMENTATION

**3**  
TREATMENTS & TIPS

**4**  
FREQUENTLY ASKED QUESTIONS ABOUT  
HYPERPIGMENTATION

**5**  
SABBSKIN'S MAGICAL PRODUCTS TO TREAT  
HYPERPIGMENTATION

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CHAPTER  
1

HYPERPIGMENTATION,  
ITS CAUSES & TYPES

# WHAT IS HYPERPIGMENTATION?

Hyperpigmentation generally refers to a skin condition in which some areas of the skin appear darker than others. It is usually associated with the extra production of Melanin (a pigment that gives skin its color). Melanin is produced by the skin cells called Melanocytes. When Melanin deposits unevenly, this is called hyperpigmentation.

It can appear in the form of Melasma, Dark Spots, Age Spots, Discoloration, and Dark Patches. The spots can be of grey, black, brown, or purple color and they can occupy a small or a large area of the skin. Pigmentation usually occurs on the face, but it can appear on any part of the body.



# HOW IS HYPERPIGMENTATION FORMED?

Hyper means more and Pigmentation means color. Melanocytes which are present in our skin can be triggered by various factors like excessive sun exposure, acne, hormonal imbalance, face shaving/waxing, genetics, and certain medications. All these triggers activate an enzyme called Tyrosinase which helps in the production of melanin.

Melanocytes most of the time transfer this melanin to another skin cell known as Keratinocytes which brings it to the surface of the skin. If the melanin production is under control, it helps you to be protected against UV rays but when this melanin is produced excessively and deposited unevenly, it results in the formation of hyperpigmentation.



# WHAT ARE THE CAUSES OF HYPERPIGMENTATION?

Following are the main and prime reasons for pigmentation:

- UV Rays: UVA and UVB rays, Blue Light (emitted by electronic gadgets), and IR.
- Genetics
- Skin Inflammation: (caused by acne or eczema)
- Skin Irritation: (By using harsh products, waxing, shaving, or in-office procedures like lasers and chemical peels)
- Skin Injury: (Wounds, Cuts, Bug bites)
- Aging: Skin (Epidermis) becomes thinner, and the production of Melanocytes decreases, and the size of the remaining ones gets enlarged due to which external irritants easily assault the skin.
- Hormones: Pregnancy and Hormone Replacement Therapy.
- Medications: Some drugs react with Melanin to form a drug pigment complex. Some drugs induce Hypermelanosis (accumulation of melanin), and some drugs directly cause pigmentation by accumulating and/or reacting with other substances in the skin.
- Environmental Factors: Pollution
- Scorching Heat: Long stay in the sun, Hot Wax

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CHAPTER  
2

TYPES OF  
HYPERPIGMENTATION



## **1. EPHELIDES (FRECKLES)**

These freckles are dark brown, black, or purple dots on the skin like marks made with a pencil or marker. The main causes of these dark dots are genetics and sun exposure and are mostly found in people with fair complexion.



## 2. SOLAR LENTIGOS

These are commonly known as age, sun, or liver spots. Their shape varies between oval and round with a bit wider patch of dark brown color. The prime reason for these spots is sun exposure therefore they mostly appear on hands, arms, and face. Aged people are more prone to these patches as age irregulates the pigment production and deposition. Phototherapy and Radiation Therapy can also cause these spots. These spots should be taken into consideration as they may develop into skin cancer or Melanoma if not treated properly.



### 3. MELASMA

Generally known as a pregnancy mask. These are dark wide patches with indistinct borders that mostly appear on the face (can occur anywhere on the body) and are mostly triggered by a long stay in the sun, genetics, hormones, stress, and some medications. Melasma is sub-divided into 3 categories of Epidermal, Dermal, and Mixed Melasma. Dermal Melams are most difficult to treat, and treatments need to be done cautiously as any kind of friction and heat can cause overproduction of Melanin.



## 4. POST INFLAMMATORY HYPERPIGMENTATION (PIH)

These are medium to small size dark marks which are the result of any kind of skin traumas like skin injuries (bruises, wounds, cuts, burns) or skin inflammatory disorders (acne or eczema). Most Post Inflammatory Hyperpigmentation (PIH) is a combination of Epidermal and Dermal pigmentation. Melanin production can be increased via multiple mechanisms including increasing Melanocytes, Stimulating Hormones, and other Cytokines. When the basal layer of skin gets damaged due to inflammation, it causes pigmentation to leak into Dermis. Thus, Hyperpigmentation spreads more potently.

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# 3 CHAPTER

## TREATMENTS & TIPS



Hyperpigmentation is one of the most stubborn skin issues that require a considerable amount of time and commitment to regulate the production of melanin. Nevertheless, Post Inflammatory Hyperpigmentation (PIH) is a bit easier to treat as the marks fade away within 2-3 weeks. In cases where hyperpigmentation occurs in the form of Melasma is a time-demanding process and can take several months or years with the consistent use of products to see visible results. Multiple treatments of moderate to intense levels are combined to treat different forms of hyperpigmentation.

# SUNSCREEN

Nothing is gonna work for your hyperpigmentation unless you protect your skin against the stubborn UV rays. Applying an SPF (30 or above) is imperative to slow down the constant increase in melanin production. If you suffer from melasma, rebound, or stubborn hyperpigmentation and/or live in a high UV index country then looking for higher SPF protection (SPF 50 and above) is often advised as some studies do show greater improvement in hyperpigmentation conditions when compared to sunscreens with SPF 30 (Mahmoud, B. H., et al. 2010).

Applying and reapplying sunscreen every 3 to 4 is a critical and non-negotiable step in any treatment if you are serious about reducing hyperpigmentation. Mineral sunscreens that include Zinc Oxide and Titanium Dioxide are ideal for those who have sensitive skin and find chemical sunscreens irritating. You might be wondering to find out that blue lights coming out of electronic gadgets can also cause pigmentation. Having a sunscreen with Iron oxide or tinted sunscreens works perfectly against Blue Light protection.

# ANTIOXIDANTS

Antioxidants are the skin's defense mechanism and play a vital role in mitigating hyperpigmentation. They fight free radicals and protect skin against cellular damage. Vit C L-Ascorbic Acid (its derivatives), Green tea, Turmeric, Glutathione, Vit E, Superoxide Dismutase, and Milk Thistle (Silymarin) are antioxidants that do not solely fight free radicals but increase the efficacy of sunscreen up to 400 times if used in the morning with SPF thus helping you get a flawless skin.

## **B**ARRIER SUPPORT

A compromised skin barrier acts as a pathway to various pathogens that can destroy skin cells and can cause overproduction of Melanin. Barrier-supporting ingredients such as Aloe Vera, Panthenol, Glycerin, Centella Asiatica, Boswellia Serrata, Bisabolol, etc are used to hydrate, nourish, and soothe skin. When the barrier is healed, the inflammation calms down which leads to healthy skin.

## **R**ETINOIDS

Retinoids including Retinol, Retinaldehyde, Retinol Retinoate, Retinyl Palmitate, Retinal Ester, and Hydroxypinacolone Retinoate speed up cellular turnover and inhibit melanin production and transfer. Regular use of retinoids following all the protocols makes a remarkable improvement in various skin issues including hyperpigmentation.

## **E**XFOLIANTS

Chemical Exfoliants help remove the dead skin cells thus removing surface pigmented cells from the skin. These exfoliants are Glycolic Acid, Lactic Acid, Mandelic Acid, salicylic Acid, Tartaric Acid, Gluconolactone, and Enzyme Peels.

## **B**RIGHTENERS

Brightening agents such as Kojic Acid, Dioic Acid, Peptides, Licorice Root Extract, Niacinamide, Alpha Arbutin, Azelaic Acid, Bakuchiol, Tranexamic Acid, Emblica Officinalis, Soy, etc regulate excessive melanin production and treat hyperpigmentation.



## IN OFFICE PROCEDURES

In severe cases of hyperpigmentation where topical treatments fail to work alone, clinical procedures are used to lift the deep-rooted pigmentation from the dermis.

# A

## LASERS

Pico, Nano, Nd, and YAG are some of the famous laser treatments that are designed to treat different types of pigmentation. Choose a qualified professional to get these laser treatments done according to your skin tone with the right setting (wavelength, energy, and time).



# B

## MICRONEEDLING

As the name suggests, Microneedling is a process in which the superficial layer of skin is punctured with tiny needles to reveal fresh and healthier skin. Sometimes, this process may induce temporary inflammation in the skin of color, and in severe cases, this skin trauma can lead to excessive Melanin production which results in more pigmentation. It is therefore advised to go to a highly trained and qualified professional to get this procedure done.



## C INTENSE PULSED LIGHT (IPL)

IPL and other devices penetrate the skin surface and destroy the selected pigmented area, using thermal radiation (aka heat also) and leave the surrounding tissue as it is. It has the advantage of using a spectrum of wavelengths that allows penetration of various skin levels and targets both the epidermal and dermal melasma simultaneously. It also has a great potential for lighter skin tones. However, darker skin tones are advised to avoid IPL as it can cause further hyperpigmentation because it is an energy and heat-based device.



## D CHEMICAL PEELS



Potent chemical peels done by professionals are another convenient way to get rid of stubborn hyperpigmentation. TCA Peels, Glycolic Acid, Mandelic Acid, Salicylic Acid, and Retinoic Acid peels in higher percentages are used in this treatment.

# TIPS TO GET PIGMENT-FREE SKIN

## **(a) Patience**

Great things take time to happen. Sometimes, pigmentation fades within a few days like 14 or 15 but in severe cases, treatments can take a considerable amount of time like months and years to show the results. You need to have the patience to get to that point where you can have beautiful healthy skin.

## **(b) Persistence**

Nothing can be achieved unless you are dedicated and persistent. If you are determined to change your facial condition and want to get rid of pigmentation, you need to follow a consistent skincare routine for at least 3 months with a combination of different treatments including in-office procedures (if needed) and topical products. The results of topical products may vary from skin to skin as the level of tolerance for different ingredients is not the same for everyone. In addition, long-term consistency of topical products is required as they usually take 2-3 skin cycles (skin cycles can be anything from 2-3 weeks to more than 2 months) to show noticeable results. Melasma can come back if its triggers are not avoided.

# TIPS TO GET PIGMENT-FREE SKIN

## c) Mental Health

Although Hyperpigmentation isn't noxious to skin health and appearance, it does play a crucial role in self-confidence, self-esteem, and social interactions for most people. Pigmentary disorders can potentially lead to anxiety and depression. Many Researchers have been done to calculate the number of patients that fell prey to anxiety and depression and the results found that among melasma patients, 11.6% had anxiety and 12.8% had depression.

We would like to emphasize one important aspect of embracing ourselves the way we are. We are all a work in progress. Your present state does not reflect and predict your future, so recognize your current skin journey and understand that your skin fluctuates over some time. You can go through some unpleasant moments and some truly joyful times simultaneously and that's fine. It's all a part of the journey. Please do not punish yourself by holding yourself to impossible beauty standards perpetuated by the beauty industry. We believe that your overall well-being is imperative for the health of your skin. It is time we start being softer on ourselves and embrace our skin in all its different states.

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4  
CHAPTER

FREQUENTLY ASKED  
QUESTIONS ABOUT  
HYPERPIGMENTATION

# 1

## **WHO CAN DEVELOP HYPERPIGMENTATION?**

Hyperpigmentation is a very common skin condition, and it affects both genders (men and women) equally but people with darker skin are naturally more susceptible to skin darkening. The melanin production is already excessive that's why the chances of developing post-inflammatory hyperpigmentation (PIH) are significantly higher in dark skin.

# 2

## **WHAT SHOULD BE THE MINIMUM SPF IN A SUNSCREEN?**

SPF or Sun Protection Factor is a measure of how well a sunscreen will protect skin from UVB rays, the radiations that are associated with sunburn and contribute to skin cancer. According to experts, you should be using SPF of at least 30 if you have minor or no pigmentation but in severe cases, SPF 40 or above is recommended for the best protection. One thing that needs to be remembered here is SPF protects you against UVB rays and does not provide protection against UVA rays. Therefore, you should be looking for a formula containing PA++++ technology that shields skin from UVA rays.

# 3

## **WHY DO I STILL GET SUNBURN AFTER APPLYING SUNSCREEN?**

Application and reapplication of sunscreen are equally important. Mostly sunscreens lose efficacy after 2 to 3 hours of application. We remain unaware of the fact that our sunscreen is wiped off and long exposure to the sun keeps augmenting pigmentation. It's important to reapply your sunscreen every 2 to 3 hours especially after swimming or sweating.

## **4** IS IT NECESSARY TO APPLY SUNSCREEN EVERY DAY?

The answer is straightforward, you cannot skip sunscreen if you have skin. UV rays are very potent and can easily penetrate through clouds, glass walls, blinds, and clothes. It is significant to apply and reapply your sunscreen all 365 days of the year.

## **5** HOW MUCH QUANTITY OF SUNSCREEN SHOULD BE USED?

According to experts, the 2 fingers' length is ideal for the face, neck (front and back), and ears. Other body parts that are usually exposed to the sun require more amount of sunscreen to be protected.

## **6** SHOULD WE USE SUNSCREEN ONLY ON OUR FACES?

Every area of the body that gets the UV rays remains at a risk of getting sun damage, therefore, you should be using sunscreen on all the body parts that are visible to the sun including the face, neck, ears, chest, and arms, hands, legs, and feet.

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5  
CHAPTER

SABBSKIN'S MAGICAL  
PRODUCTS TO TREAT  
HYPERPIGMENTATION

## HELLO GLOW SERUM

Sabbskin's Hello Glow Serum combines 20% of vitamin C (Sodium Ascorbyl Phosphate), 4% of Alpha Arbutin, and Hyaluronic Acid to meet the hydration and brightening needs of your skin. This serum is made to lighten dark spots, hyperpigmentation, acne scars, skin brightening, age spots, and skin lightening.



## POREFECT TONER

Sabbskin's Poreflect Toner is a unique fusion of 2% salicylic Acid and 5% Niacinamide which gently exfoliate dead skin cells and treat active breakouts, enlarged pores, and hyperpigmentation simultaneously. You'll experience a visible difference in your skin within a few weeks of its use.



## OHH SUNNY SUNSCREEN

Sabbskin's Ohh Sunny Sunscreen is a hybrid formula which means it contains both physical and chemical UV filters, making it an ideal pick for all skin types including sensitive skin. With its advanced PA++++ technology and SPF 42, it ideally works to reduce your pigmentation as well as aging signs, caused by sun damage.



## AGING BACKWARDS NIGHT CREAM

Loaded with encapsulated Retinaldehyde, this night cream by Sabbskin suits best every skin type and concern. From treating uneven skin tone to wrinkles and fine lines, this product gives you amazing results according to your expectations and demands.





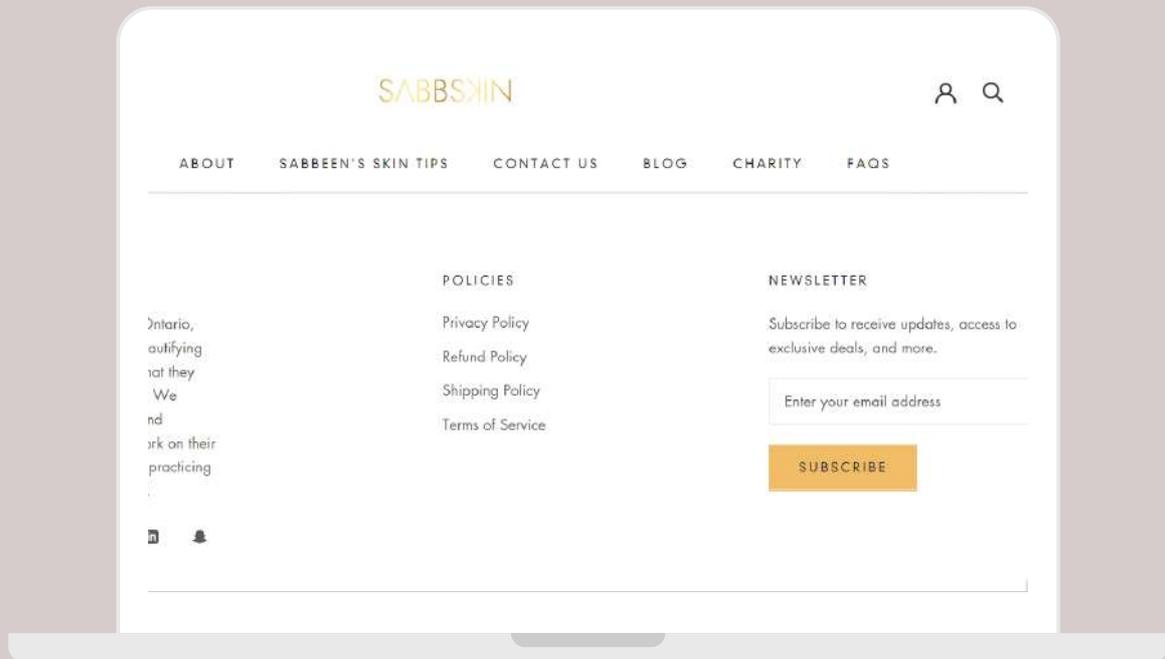
Most people assume that MELASMA treatment should start with lasers and chemical peels. That is a misconception. MELASMA should first be treated with good skincare habits and then prevented from coming back. If you don't avoid the triggers that cause your MELASMA it will reappear no matter how expensive your treatment was!

Let me tell you a story about how Hello Glow became known to cure melasma. I had not intended it to be a product that can magically cure melasma but I wanted to target all hyperpigmentation. The formula turned out to be so effective that even the most chronic and hardened melasma cases started seeing reversals. As the testimonials kept flowing in we finally took notice that Hello Glow is a lifesaver for people with melasma or hyperpigmentation

But you can use any other vitamin C too. The goal is for you to get healthy skin.

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