

Tones

HOW TO HAVE EVEN TONE
FOR EVERY SKIN



BRIGHT. BOLD. BEAUTIFUL.

BELIEVE IN *Even*

In the search for the perfect, luminous, **#NoFilter** complexion, pigmentation can be a problem. Skin is a complex and reactive organ that is affected by everything from hormones to pollution. Those aggravators are triggers for skin's defense mechanism: melanin. Because pigment resides in the base of the epidermis, bringing it up and out, is not an overnight process, but it is doable. With the right products and the right regimen, everyone can achieve brighter, more consistent, even-toned skin.



WHAT'S TROUBLING YOUR *tone?*



Hormones

Estrogen can stimulate melanocytes production. During pregnancy when the melanocyte-stimulating hormones estrogen and progesterone surge, many women experience the patchy, irregular, large dark areas on the chin, forehead, and cheeks known as “the mask of pregnancy,” or melasma. Hormonal birth control, which mimics pregnancy’s elevated hormone environment, can also be a trigger for melasma.

Post-Inflammatory Hyperpigmentation (PIH)

You know it as the red or dark patches of pigmentation that show up on your skin in the wake of a pimple, a scratch, or other insult to the skin. The injury or irritation triggers inflammation as your skin fights to protect itself. That, in turn, triggers melanin production, your skin’s shield against aggressors. While PIH occurs in all skin tones, darker skin tones tend to be more susceptible because there are more melanocytes in the skin to react when inflammation occurs.

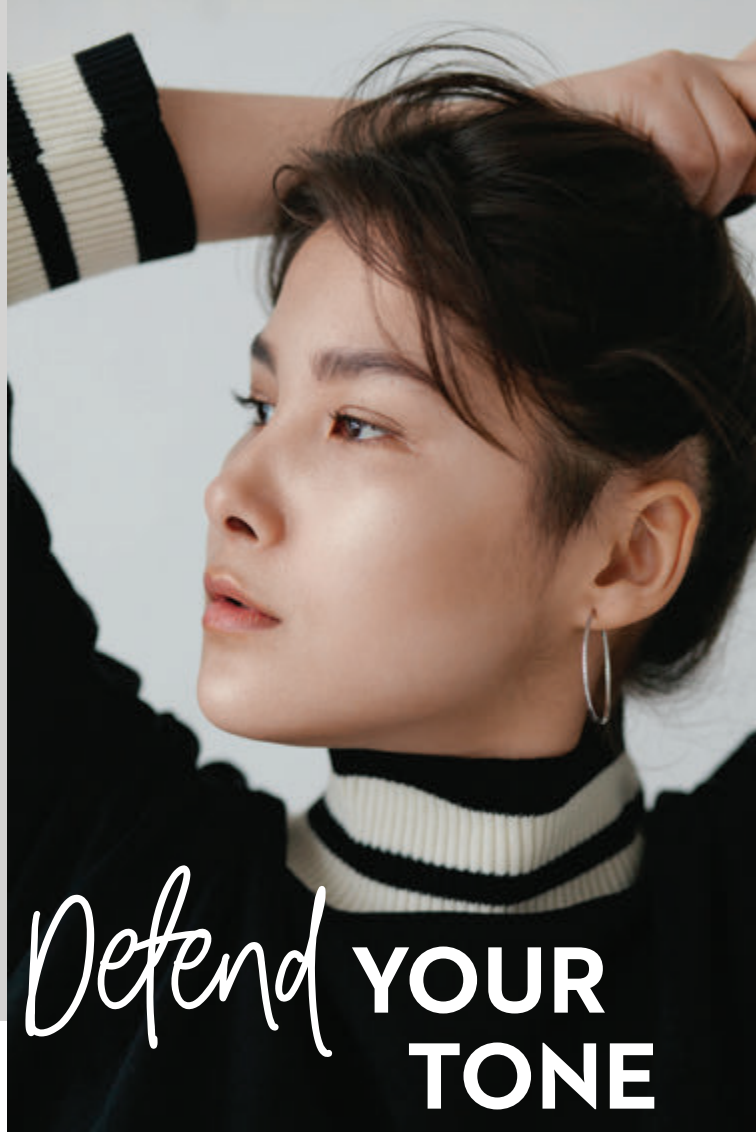
UV Exposure

The sun’s radiation triggers free radicals in the skin which create oxidative stress. The skin responds by producing melanin. These pigmented cells cluster together to create lentigines; the dark marks referred to as age spots. Pollution, chemicals, and smoking are also triggers for free radicals.

For both preventing and reversing irregular pigmentation, cell turnover is essential. Sloughing off the upper layers of dead skin will bring excess melanin to the surface and replace those discolored layers of skin with bright, new skin.

Products that combine brighteners and exfoliating agents deliver a one-two punch.

Acids work to remove the upper layers of dead skin cells leaving skin renewed, brightened, and free of cellular debris. By removing the obstructive layer of cellular debris, the acids prep skin for better absorption of ingredients like niacinamide and vitamin A. Vivant's formulations harness the synergy of brightening ingredients by pairing multiples for maximum results.



Defend **YOUR
TONE**

THE BEST OF *Brightners*

Vitamin C

Antioxidant hero vitamin C is a powerful photo-protective agent. It neutralizes free radicals, inhibits excess melanin production, boosts the body's store of tyrosinase-regulating glutathione, and promotes the regeneration of healthier, glowing, more even-toned skin.

Ideal for: All skin types and tones



Pure C + E



Daily Repair Pads
Skin Nourishing Toner
Pure C + E

8% Mandelic Acid 3-in-1 Serum
15% Mandelic Acid 3-in-1 Serum
Exfol-A™
Exfol-A™ Forté

Niacinamide

Anti-oxidant, anti-inflammatory, barrier boosting niacinamide, blocks melanin from reaching the surface of the skin while its cell renewing properties help speed reduction of existing pigmentation. Bonus: niacinamide increases the biosynthesis of ceramides, raises nourishing fatty acid levels in the skin and boosts collagen production. Studies suggest that it may also increase the effectiveness of sunscreen.

Ideal for: All skin types and tones.

Glycolic Acid

This slightly more aggressive AHA, removes dead skin cells and accelerates desquamation of pigment, and inhibits melanin synthesis.

Ideal for: Acne-prone, mature, and fair- to medium-toned skin. Not the best choice for darker tones or sensitive skin.



Normalizing Tonic
Exfol-A™
Exfol-A™ Forté



Mandelic Acid 3-In-1 Exfoliating Cleanser
3% Mandelic Acid 3-in-1 Toner
9% Mandelic Acid 3-in-1 Toner
Skin Nourishing Toner
8% Mandelic Acid 3-in-1 Serum
15% Mandelic Acid 3-in-1 Serum

Mandelic Acid

Antioxidant, anti-fungal, antibacterial, melanin-suppressing mandelic is a stronger acid than glycolic, but its larger molecular structure means it's absorbed more slowly into the skin, which makes it less irritating. Because skin with more melanin is more prone to post-inflammatory hyperpigmentation, mandelic acid is the best choice for darker skin tones.

Ideal for: Dark, Asian, Latin, sensitive skin or pregnant women

Lactic Acid

A gentle alpha hydroxy acid that stimulates cell renewal to remove pigmented cells, while also working below the surface to slow melanin synthesis. Lactic acid is also a humectant.

Ideal for: Dry, sensitive, and, in low percentages, rosacea skin.



3% Mandelic Acid 3-in-1 Toner
Daily Repair Pads

Pure C + E

8% Mandelic Acid 3-in-1 Serum

15% Mandelic Acid 3-in-1 Serum

Exfol-A™

Exfol-A™ Forté

Derm-A-Renew



Exfol-A™

Exfol-A™ Forté

True Tone

True Tone Forté

Kojic Acid

A natural skin lightening compound derived from mushrooms. In addition to stimulating cell renewal, kojic acid is a tyrosinase inhibitor meaning it blocks melanin synthesis.

Ideal for: Skin allergic to hydroquinone, normal or oily skin.

Vitamin A

Vitamin A is a powerful antioxidant that fights free radical damage and accelerates cell turnover. As a bonus, vitamin A boosts collagen production, thickens and firms the skin.

Ideal for: All skin types.



Derm-A-Renew

Exfol-A™

Exfol-A™ Forté

Clear Body Therapy

Hydroquinone

The most widely used skin lightener, hydroquinone doesn't just inhibit the melanin synthesizing enzyme tyrosinase, it breaks down melanocytes (melanin-producing cells) to decrease pigmentation. It's highly effective but can also cause irritation, which is why it's limited to concentrations up to 2% in over the counter formulations. Because it's the strongest of the lighteners, it's best not to use it continuously for more than six months at a time. Skin needs a break from its effects.

Ideal for: Stubborn pigmentation issues.
Not recommended for dark skin tones. Not to be used while pregnant.



True Tone
True Tone Forté

Sunscreen

Whether excess pigment originates with hormones, injury to the skin, or UV exposure, the sun will make it worse. Protecting from UV exposure should always be the top priority to prevent new pigment from forming and to avoid worsening existing problems.



Day Treatment Lotion SPF 15

1. Age spots are not caused by age. They are the result of an accumulation of damage caused by exposure to UV, chemicals, and pollutants.

2. Vitamins C and E have a synergistic reaction that optimizes their photo-protective effects. Use Spin Trap Antioxidant Serum as a sun protection booster.

3. Limit sun exposure and wear a hat.

4. Wear sunscreen, even when you're just heading out to the market. Damaging UV rays are not stopped by the windshield in your car.

5. Make antioxidants part of your routine both topically and as part of your diet.

6. Regular exfoliation is crucial to bring pigmentation to the surface and lift it away faster.

7. Avoid laser treatments. Heat causes inflammation, and inflammation triggers melanin production, so rather than helping the situation, lasers could lead to more pigmentation.

8. Think zinc. A deficiency in zinc is associated with excess melanin synthesis. Be sure you're getting enough of this important mineral by eating zinc-rich foods. Good sources are spinach, beef, shrimp, peanuts, kidney beans and flax seeds.

9. Be patient. Results begin deep within the skin and move toward the surface. Not the other way around. It will take approximately eight weeks to achieve visible results.

Tips **TO NETAMING**

Be consistent. To achieve the results you're seeking, you must be consistent with your product application.



WHAT TO *Expect*

How long does it take to see an improvement in my skin?

Because pigment begins at the base of the epidermis, the process of pulling it to the surface and exfoliating it away is not quick. It can take several cell cycles to see improvement. A complete cell cycle takes about a month; we always recommend waiting at least that length of time before evaluating your results. It's important that you are consistent with the use of your products. If you are not consistent, you will not see the results you're seeking.

What will I first notice?

The pigmentation forms in the deeper layers of skin and, as we exfoliate and stimulate cell turnover, the pigment rises to the surface. In the process, it may appear darker before sloughing off. There may be some light flaking or exfoliation. That's desirable. These are the signs of cellular regeneration and real change in your skin. With consistent product usage, skin tone improves, and flakiness will disappear.

If my skin is dry, will exfoliation make it drier?

When dead skin cells build up, they block the moisture barrier, making fine lines appear more visible, and keeping your products from delivering their effective ingredients. Exfoliating removes the dead skin cells allowing moisture into the skin and enhancing absorption.

of products. More exfoliation equals more moisture and better results from products such as vitamin A correctors, sun protectants, and hydrators. Using products immediately after washing will also help to seal in moisture.

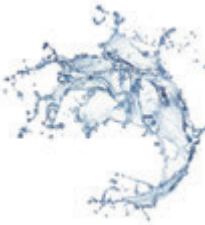
Can I apply moisturizer on top of Day Treatment Lotion?

Too much moisturizer can occlude the skin, which can result in breakouts. To avoid this problem, use Day Treatment in the morning to protect from UV exposure and use your regular moisturizer at night to take advantage of skin's reparative cycle during sleep.



YOUR PERSONALIZED *Regimen*

Ask your skin care specialist to list your personalized regimen below



Wash



Tone



Correct



Protect

ACNE | HYPERPIGMENTATION | AGELESS

WHIP YOUR SKIN **INTO SHAPE**

Whip your skin into shape with the new Skin Fitness System by Vivant, based on the power of 3-in-1 Mandelic Acid. A gentler Alpha Hydroxy Acid derived from almonds, Mandelic Acid is ideal for treating all skin types, especially Black, Hispanic and Asian skin types, as well as lighter skin types too sensitive for benzoyl peroxide and glycolics. Also good for those new to advanced skin care regimens.



CLEANSE



TONE



CORRECT



PROTECT

VIVANT

JAMES E FULTON, MD, PHD