



**COSMEDICAL®**  
TECHNOLOGIES

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# VITA-C 20 INFORMATION KIT

Brightening Crème



Dermatologist Formulated | Medical Strength | Clinically Tested

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# VITA-C 20 – BRIGHTENING CRÈME FAQs

## 1. What is Vita-C 20 Brightening Crème?

Vita-C 20 is a highly stable, medical grade, 20% L-Ascorbic Acid moisturizer that helps to alleviate hyperpigmentation and uneven skin tone. Vita-C 20 also increases skin smoothness and luminosity as it helps to reduce the appearance of fine lines and wrinkles.

## 2. What are the main actions of L-Ascorbic Acid in this formulation?

L-Ascorbic Acid has been shown to inhibit the formation of the 'sunburn cell' on skin biopsy. This means that L-Ascorbic Acid prevents the major marker of immediate damage from UVB. Long-term use of L-ascorbic is associated with skin brightening, including lessening in the appearance of melasma, solar lentigos and post-inflammatory hyperpigmentation. Also, since L-ascorbic helps with collagen formation, it increases skin smoothness and lessens the appearance of fine lines and wrinkles.

## 3. How does Vita-C 20 Brightening Crème compare to hydroquinone-based brightening formulas?

Vita-C 20 is a medical grade moisturizer that brightens skin with its potent antioxidant and photo-protective benefits. Free radical formation causes skin darkening (consider what happens to the white of an apple left out in the air to oxidize). This highly stable, deeply penetrating formulation of 20% L-Ascorbic Acid protects skin from oxidation, to prevent as well as reverse the appearance of skin darkening and uneven pigment.

Hydroquinone has long been considered the gold standard for skin brightening. It works by blocking the enzyme system that creates melanin. However, hydroquinone has many disadvantages. These include photosensitization, irritation, risk of ochronosis (skin darkening to a black color), and broad cytotoxicity, which may be associated with unwanted toxic effects at the risk of skin fading benefits.

Vitamin C is viewed as a healthier approach to skin brightening. The 20% L-Ascorbic Acid found in Vita-C 20 provides dramatic clinical results without the risks associated with hydroquinone.

## 4. What are the main benefits of using Vita-C 20 Brightening Crème?

1. Brightens and evens skin tone by preventing and reversing the appearance of photo- and environmental damage
2. Lessens the appearance of fine lines and wrinkles by stimulating collagen production
3. Increases skin smoothness
4. Increases skin luminosity

## 5. What products on the market compare to Vita-C 20 Brightening Crème?

Vita-C 20 is a unique and superior skin brightening and rejuvenation product to offer your clients. Although there are several medical grade L-Ascorbic Acid serums on the market, this product is the only 20% L-Ascorbic Acid moisturizer made. It is the result of our unique formulation process that allows the L-Ascorbic Acid to remain stable and bio-available in a moisturizer at this high concentration. Vita-C 20 is a unique and superior skin brightening and rejuvenation product to offer your clients. Although there are several medical grade L-Ascorbic Acid serums on the market, this product is the only 20% L-Ascorbic Acid moisturizer made. It is the result of our unique formulation process that allows the L-Ascorbic Acid to remain stable and bio-available in a moisturizer at this high concentration.

## 6. Is this moisturizer safe for sensitive skin types?

Always pretreat skin with a barrier repair serum (Vita Soothe or Lipid Drops) in cases of sensitive skin. In cases of very sensitive skin, rosacea, or pre-existing dermatitis, we recommend Ultra Benefits® as an alternative product, since Vita-C 20 may not be tolerated in these individuals.

## 7. What is the consistency of Vita-C 20 Brightening Crème?

Vita-C 20 is a richly textured moisturizer that leaves even dry skin with a silky smooth feel, while visibly improving radiance.

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# VITA-C 20 – BRIGHTENING CRÈME FAQs

**8. Will Vita-C 20 Brightening Crème make the skin sun sensitive?**

No, Vita-C 20 will in fact boost your regular sun protection formula. It helps shield the skin from UVB.

**9. Can acne patients use Vita-C 20 Brightening Crème?**

Yes, acne patients can use Vita-C 20. It can be helpful for their post-inflammatory hyperpigmentation. Never apply over open or inflamed lesions as the product may sting.

**10. When should Vita-C 20 Brightening Crème be applied?**

Apply Vita-C 20 evenly to cleansed skin, preferably twice a day. In the morning, apply after serum and before SPF. In the evening, apply after serum. Do not apply this product in combination with products containing copper, such as Multi-Complex Night Crème, since L-Ascorbic Acid can counteract the effects of copper.

**11. What are the results from Vita-C 20 Brightening Crème?**



Before



After 3 weeks



Before



After 1 week



# VITA-C 20

## Brightening Crème

Vita-C 20 is a unique, highly stable, medical grade moisturizer with 20% L-Ascorbic Acid to provide maximum antioxidant protection from photodamage, resulting in a lessening in the appearance of fine lines, wrinkles and uneven pigment. Skin brightening, improved radiance and smoothing are typically seen within the first two weeks of use.