



SKINMEDICA®

EVEN & CORRECT

CUSTOMIZE AND CORRECT




A CLEAR CHALLENGE

HYPERPIGMENTATION IS THE SECOND-HIGHEST PROFESSIONAL-GRADE SKINCARE CONCERN SEEN IN-OFFICE.¹

It's a complex, emotional condition, and it can be highly difficult to treat. Most damage occurs before the age of 18, from factors including acne scars, sun damage, and hormonal fluctuation.² The melanin cycle can be affected by one or a combination of variables, all before the patient even realizes there may be an issue.

Diverse skin types and tones present with hyperpigmentation and respond to treatment in different ways. This requires a unique, often multimodal, targeted treatment approach. And even when spots fade, a maintenance plan must be put in place to help prevent discoloration from returning.



DID YOU KNOW?

65% of African Americans experience symptoms of hyperpigmentation, and it's typically longer lasting and more challenging to treat in darker than lighter skin tones.³

Melanogenesis is the process that synthesizes melanin, which is the pigment responsible for the color of human skin, eyes, and hair.

The most common types of hyperpigmentation are as follows: melasma, age spots, and post-inflammatory hyperpigmentation (PIH).⁴

SKINMEDICA® EVEN & CORRECT

CUSTOMIZE AND CORRECT

It's our most effective technology targeting hyperpigmentation yet. This clinically proven collection is a customizable and comprehensive approach that helps target a broad spectrum of unwanted hyperpigmentation conditions, including melasma and PIH, and effectively targets critical pathways associated with melanogenesis. Your patients will see visibly brighter, more even skin tone in as little as one week.⁵

Powered by our patent-pending technology, LTN Complex™, this collection is formulated to deliver targeted benefits. Each of the products in the collection is unique in its purpose and form, while providing remarkable results. And each is hydroquinone-free, allowing for daily and prolonged, regular use.

This system is fully customizable. For severe hyperpigmentation, all three products work together to even skin tone and reduce the appearance of hyperpigmentation and dark spots on the face in **as little as one week**.⁴ For maintenance of even skin tone, Advanced Brightening Treatment, Dark Spot Cream, and Brightening Treatment Pads help target and prevent the appearance of skin discoloration.

SKINMEDICA®

3 UNIQUE FORMULATIONS TO TAILOR TO YOUR PATIENTS' NEEDS:

1. EVEN & CORRECT ADVANCED BRIGHTENING TREATMENT

A powerful daily **serum** to help target and prevent visible discoloration. This is designed to be a foundation in your patients' daily regimen.

2. EVEN & CORRECT DARK SPOT CREAM

A heavy-duty, targeted, fast-acting **spot** treatment booster that minimizes the look of dark spots; use as needed.

3. EVEN & CORRECT BRIGHTENING TREATMENT PADS

Alcohol-free brightening **pads** exfoliate for visibly bright skin. They prep the skin for absorption of treatment products.

PADS • SERUM • SPOT

**EVEN & CORRECT
ADVANCED
BRIGHTENING
TREATMENT**

**EVEN & CORRECT
DARK SPOT
CREAM**

**EVEN & CORRECT
BRIGHTENING TREATMENT PADS**



The image displays three SkinMedica Even & Correct skincare products against a soft pink background. On the left is a tall, silver, cylindrical bottle of 'EVEN & CORRECT ADVANCED BRIGHTENING TREATMENT' serum, with a silver cap and a label showing the product name and volume (2 Fl. Oz. / 60 ml). In the center is a wide-mouthed silver jar of 'EVEN & CORRECT BRIGHTENING TREATMENT PADS', also with a silver lid and a label indicating '60 PADS'. On the right is a silver tube of 'EVEN & CORRECT DARK SPOT CREAM', with a silver cap and a label showing the product name and volume (0.5 Fl. Oz. / 14.8 ml). All three products feature the SkinMedica logo and the 'EVEN & CORRECT' branding.



A NEW PATH

TO EVEN SKIN

RESEARCHERS HAVE DISCOVERED AN ADDITIONAL PATHWAY IN THE MELANIN LIFECYCLE, UNLOCKING NEW POSSIBILITIES IN HELPING TO TREAT AND PREVENT VISIBLE HYPERPIGMENTATION.⁵

THROUGH OUR UNIQUE, PHARMA-INSPIRED FORMULATION APPROACH, SKINMEDICA® HAS PIONEERED AN INNOVATIVE COLLECTION TO TARGET ALL CRITICAL PATHWAYS RELATED TO MELANOGENESIS, INCLUDING MELANOSOME DEGRADATION.

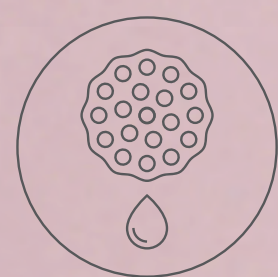
PATHWAYS	CORRESPONDING INGREDIENTS
1: MELANOCYTE ACTIVATION Sun exposure, inflammation, pregnancy, aging	TRANEXAMIC ACID, NIACINAMIDE, SCLAREOLIDE, VITIS VINIFERA, VITAMIN C
2: MELANOSOME DEVELOPMENT Formation and maturation of melanosomes	LOTUS SPROUT EXTRACT, PLANKTON EXTRACT
3: MELANIN PRODUCTION Tyrosinase-mediated synthesis of melanin	LOTUS SPROUT EXTRACT, PHENYLETHYL RESORCINOL, PHYTIC ACID, KOJIC ACID DERIVATIVE, VITAMIN C
4: MELANIN DISTRIBUTION Distribution of melanosomes to neighboring keratinocytes	NIACINAMIDE, PLANKTON EXTRACT
NEW PATHWAY 5: MELANOSOME DEGRADATION Breakdown of melanosomes	LOTUS SPROUT EXTRACT
6: MELANIN REMOVAL Exfoliation of melanin	PHYTIC ACID, RETINOL, GLYCOLIC ACID

A BREAKTHROUGH INNOVATION. A CLEAR ADVANTAGE.

A GROUNDBREAKING BLEND EXCLUSIVE TO SKINMEDICA®

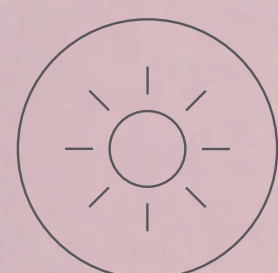
LTN Complex™ is our signature, patent-pending technology—our most comprehensive approach yet to target the melanin lifecycle. This blend is exclusive to SkinMedica® and optimized for each Even & Correct product's delivery system to maximize the end benefits, and to meet the patient where they are in their hyperpigmentation journey.

LTN COMPLEX™ FEATURES:



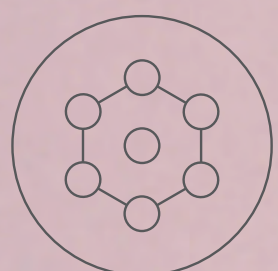
ULTRA-CONCENTRATED LOTUS SPROUT EXTRACT

Truly an innovative breakthrough, we have specifically engineered this naturally derived, key ingredient for skincare use. The specialized extraction process enriches the phytochemicals found in the lotus sprout extract at the plumule stage to harness the most powerful properties that address skin discoloration.



TRANEXAMIC ACID

This brightening agent effectively reduces the appearance of dark spots. Through continued innovation and further analysis of this proven performer, we optimized the levels to reach ideal strength and efficacy.



NIACINAMIDE

Acts as an antioxidant that improves the skin barrier function, reducing the appearance of skin discoloration, fine lines, and sallow, yellow appearance.

SKINMEDICA®

WORKING TOGETHER, THE INGREDIENTS IN
LTN COMPLEX™ ARE A SCIENTIFIC
BREAKTHROUGH DISCOVERY IN TARGETING
THE NEW CRITICAL PATHWAY TO ADDRESS
MULTIPLE TYPES OF HYPERPIGMENTATION.



THE FADE AWAY

SKINMEDICA® EVEN & CORRECT ADVANCED BRIGHTENING TREATMENT

This clinically proven formulation helps to treat the appearance of melasma, and other stubborn hyperpigmentation conditions, and prevent the appearance of future discoloration in all skin types.⁴

A BRIGHTER WAY^{5,*}

- **93%** overall subject satisfaction, at week 8
- **90%** overall improvement in skin condition, at week 8

Hydroquinone-free. Safe for daily and prolonged use. Retinol-free. Effective on all skin types and for multiple ethnicities.

Formulation:

9% LTN Complex™, featuring 6% Tranexamic Acid
6 times more than in Lytera® 2.0

Vitis Vinifera

adds moisture to dull, dehydrated skin; evens out skin tone; reduces the appearance of fine lines and wrinkles

Plankton Extract

preserves and promotes even skin tone

Phenylethyl Resorcinol

helps support melanin balance to correct the appearance of hyperpigmentation

Phytic Acid

enhances skin texture and promotes even-looking skin

*n = 108.



2 Fl. Oz. / 60 mL

ADVANCED
BRIGHTENING
TREATMENT

EVEN
&
CORRECT

SkinMedica®

SkinMedica®

EVEN
&
CORRECT

ADVANCED
BRIGHTENING
TREATMENT

2 Fl. Oz. / 60 mL



SERUM

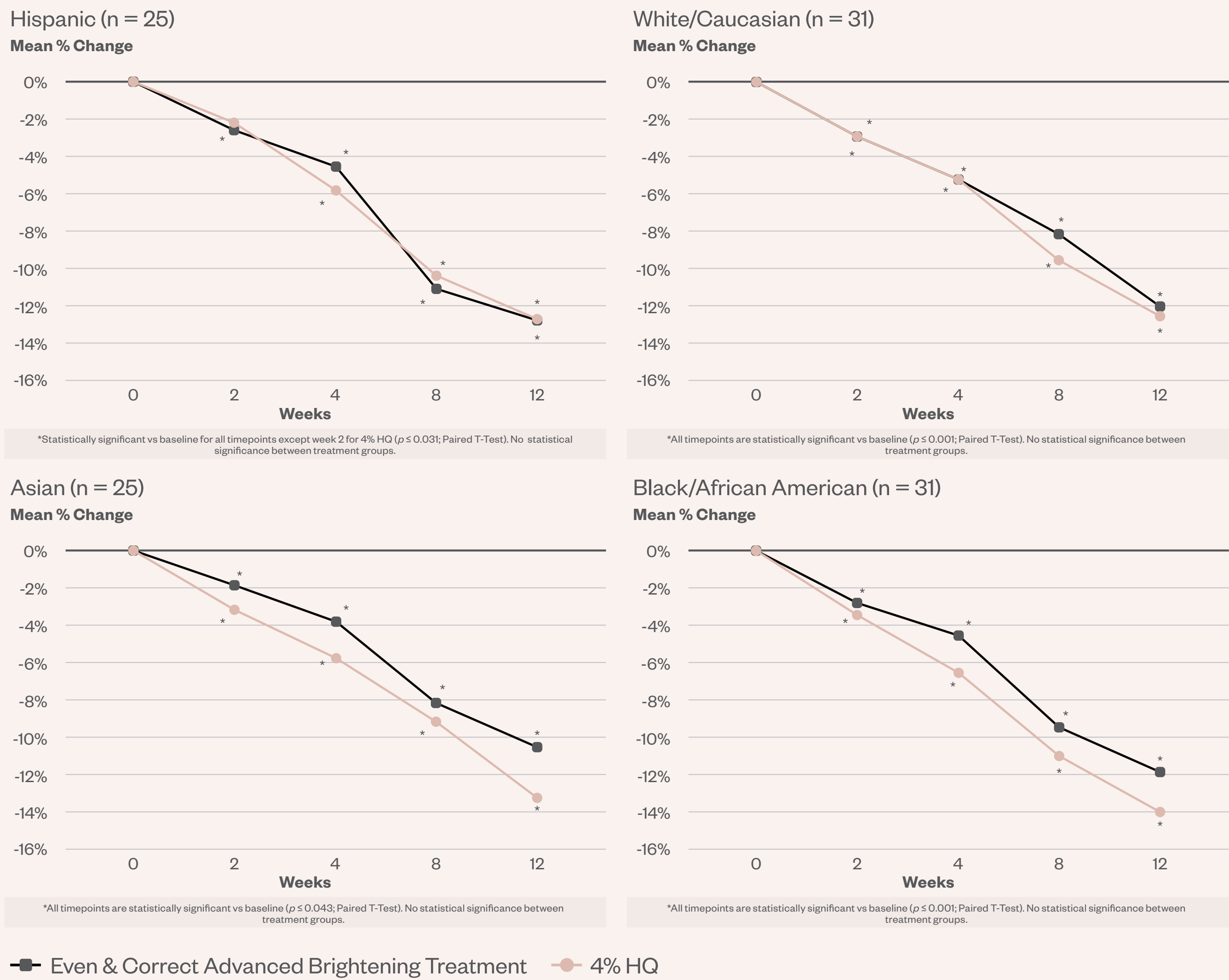
SKINMEDICA®

CLINICAL RESULTS

VISIBLE IMPROVEMENTS SEEN IN DIVERSE PATIENT POPULATIONS

In this clinical study comparing Even & Correct Advanced Brightening Treatment to hydroquinone, the results were comparable in each patient population.

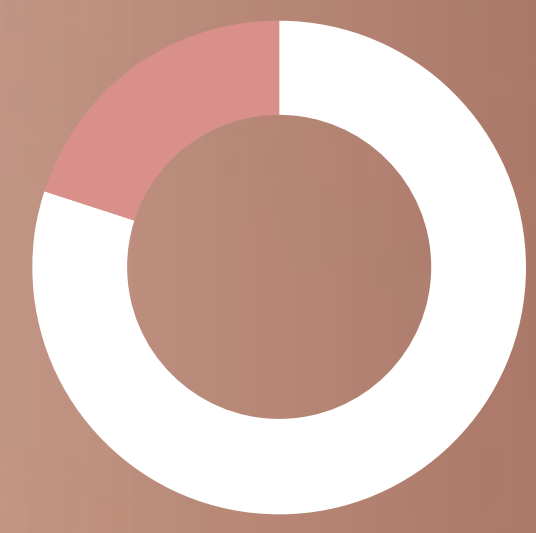
OVERALL HYPERPIGMENTATION⁴



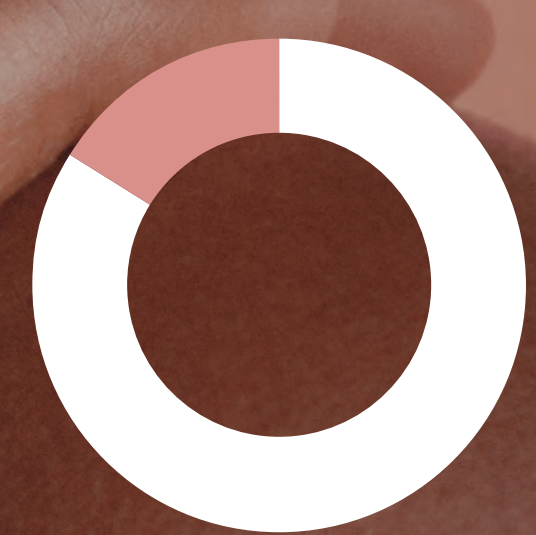
WHAT PATIENTS SAY⁵



83%
agreed that “the serum improved the evenness of my skin tone,” at week 8
(n = 108)



80%
agreed “it makes my skin look less dull,” at week 8
(n = 108)



84%
agreed “improved the overall appearance of my skin,” at week 12
(n = 110)

THE RESULTS ARE CLEAR

In a **split-face clinical study**, Advanced Brightening Treatment was shown to visibly improve the appearance of hyperpigmentation, with similar cosmetic efficacy to 4% hydroquinone.⁴

COMPARISON IN VISIBLE RESULTS OF ADVANCED BRIGHTENING TREATMENT VS 4% HYDROQUINONE

EVEN & CORRECT ADVANCED BRIGHTENING SERUM TREATED SIDE



BASELINE



WEEK 12

4% HYDROQUINONE TREATED SIDE



BASELINE



WEEK 12

FEMALE, ASIAN, AGE 51, FITZPATRICK III.
Unretouched photos, taken in standard lighting. **Individual results may vary.**

EVEN & CORRECT ADVANCED BRIGHTENING TREATMENT RESULTS

SERUM



BASELINE



WEEK 8

FEMALE, CAUCASIAN, AGE 41, FITZPATRICK III.
Unretouched photos, taken in standard lighting. **Individual results may vary.**



BASELINE



WEEK 12

FEMALE, AFRICAN AMERICAN, AGE 60, FITZPATRICK IV.
Unretouched photos, taken in standard lighting. **Individual results may vary.**

GET EVEN

SKINMEDICA® EVEN & CORRECT DARK SPOT CREAM

This clinically proven, fast-acting spot treatment booster reduces the look of dark spots, including PIH and solar lentigines.⁵

THE BOOST THAT GETS TO WORK

Significant improvement in the appearance of stubborn dark spots from acne scars and sun damage, with visible results as early as 2 weeks and continued improvement over 12 weeks.⁵

- Tested safe and effective on most skin types and multiple ethnicities

Formulation:

8% LTN Complex™, featuring **3% Tranexamic Acid** targets hyperpigmentation

3% Glycolic Acid

supports skin renewal and collagen levels

0.25% Retinol

an exfoliator that helps reduce the appearance of fine lines and wrinkles

Kojic Acid derivative

helps to lighten visible sun damage

Vitamin C

helps prevent sun damage



SKINMEDICA®

HIT THE SPOT

A POWERFUL, AS NEEDED, TREATMENT FOR YOUR PATIENTS' MOST STUBBORN DARK SPOTS. VISIBLE RESULTS IN JUST 2 WEEKS.⁵



SPOT

EVEN & CORRECT DARK SPOT CREAM SPOT-ON RESULTS

Patients have found significant, visible improvements in the appearance of dark spots.⁵



BASELINE



WEEK 4

FEMALE, CAUCASIAN, AGE 61, FITZPATRICK III.
Unretouched photos, taken in standard lighting. **Individual results may vary.**



BASELINE



WEEK 12

FEMALE, AFRICAN AMERICAN, AGE 38, FITZPATRICK V.
Unretouched photos, taken in standard lighting. **Individual results may vary.**

WHAT PATIENTS SAY⁵



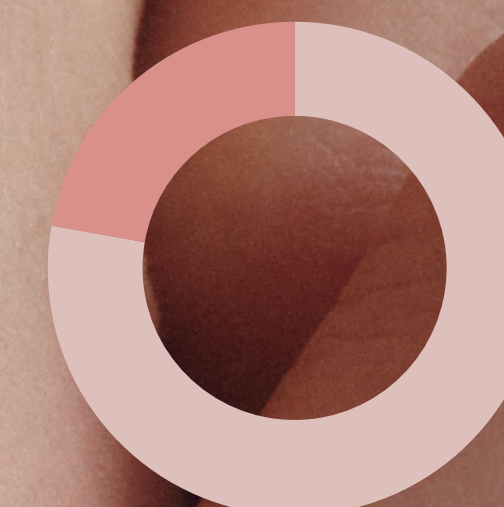
75%
agreed that it improved the appearance of uneven skin tone and discolorations, at week 8
(n = 41)



74%
agreed it visibly reduced the size of dark spots, at week 8
(n = 41)



78%
agreed it visibly reduced the size and intensity of my uneven pigment, at week 8
(n = 41)



78%
agreed it reduced the appearance of my sun spots, at week 12
(n = 41)

IN THE CLEAR

SKINMEDICA® EVEN & CORRECT BRIGHTENING TREATMENT PADS

These alcohol-free daily brightening pads can be added to every exfoliating routine for prepping the skin to help absorption of treatment products. Soothing and effective, they help reduce the appearance of dullness and uneven tone and texture, for visibly bright skin.

BRIGHTEN UP

Retinol-free, tested safe and effective on all skin types and multiple ethnicities.

Formulation:

2% LTN Complex™
targets hyperpigmentation

10% Glycolic Acid
supports skin renewal and collagen levels

Witch Hazel
a natural astringent, less harsh than alcohol

SMOOTH AND BRIGHT

THESE PADS CAN BE USED DAY AND NIGHT AS
PART OF YOUR PATIENTS' DAILY SKINCARE REGIMEN,
TO KEEP SKIN RENEWED AND FRESH.



SEE MORE EVEN SKIN TONE A PROVEN REGIMEN

The Even & Correct collection can be tailored to your patients' needs to address the entire melanin lifecycle. When your patients use all three products together, they may see results in as early as one week.⁵



BASELINE



WEEK 1

FEMALE, ASIAN, AGE 69, FITZPATRICK SKIN TYPE III.

Unretouched photos, taken in standard lighting of subject at baseline and week 1 after use of Even & Correct Advanced Brightening Treatment, Even & Correct Dark Spot Cream, and Even & Correct Brightening Treatment Pads. **Individual results may vary.**

An Even & Correct regimen visibly removes even the most stubborn dark spots after 2 weeks.



BASELINE



WEEK 2

FEMALE, CAUCASIAN, AGE 51, FITZPATRICK SKIN TYPE I.

Unretouched photos, taken in standard lighting of subject at baseline and week 2 after use of Even & Correct Advanced Brightening Treatment, Even & Correct Dark Spot Cream, and Even & Correct Brightening Treatment Pads. **Individual results may vary.**

YOUR SKINMEDICA® METHOD

THE EVEN & CORRECT COLLECTION CAN EASILY BE INCORPORATED
INTO YOUR PATIENTS' DAILY SKINCARE REGIMEN.



PLEASE SEE THE SKINMEDICA® REGIMEN PAD FOR A SAMPLE
REGIMEN THAT INCLUDES THE EVEN & CORRECT COLLECTION.

SKINCARE ROOTED IN SCIENCE

At SkinMedica® we continuously innovate based on rigorous research and the latest scientific findings in skincare. Even & Correct is our latest groundbreaking solution. This unique collection of products can easily be added to your patients' customized SkinMedica® Method regimen.

For patients with continuing skin discoloration concerns, consider recommending SkinMedica® peels and DiamondGlow® treatments as part of a regular skincare plan.

SKINMEDICA®

SKINMEDICA.COM

SHARE YOUR EXPERIENCE

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References: **1.** 2021 Kline Professional Skin Care Executive Study. **2.** Azar A. Fact or fiction: Most sun damage accumulates before the age of 18. DERMASCOPE. Published July 31, 2018. Accessed November 29, 2022. <https://www.dermascope.com/fact-or-fiction/9597-fact-or-fiction-most-sun-damage-accumulates-before-the-age-of-18>. **3.** Veazey K. What to know about hyperpigmentation on dark skin. Medical News Today. Published March 29, 2022. Accessed November 23, 2022. <https://www.medicalnewstoday.com/articles/hyperpigmentation-black-skin>. **4.** Charlotte Plastic Surgery. Different types of hyperpigmentation. Published 2022. Accessed December 2, 2022. <https://www.theskincenterbycps.com/different-types-of-hyperpigmentation>. **5.** Data on file at SkinMedica®.

CAUTION: Women should not use Even & Correct Dark Spot Cream if they are pregnant, lactating, or planning to become pregnant.

Sunburn alert: Even & Correct Brightening Treatment Pads and Even & Correct Dark Spot Cream contain an alpha-hydroxy acid (AHA) that may increase your skin's sensitivity to sunburn. Use a sunscreen and limit sun exposure while using these products and for a week following discontinuation.

Use a sunscreen with an SPF of 30 or higher during any sun exposure when using Even & Correct Advanced Brightening Treatment.

Most SkinMedica® products are intended to meet the FDA's definition of a cosmetic product, an article applied to the human body to cleanse, beautify, promote attractiveness, and alter appearances. These SkinMedica® products are not intended to be drug products that diagnose, treat, cure, or prevent any disease or condition. These products have not been approved by the FDA, and the statements here have not been evaluated by the FDA.

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