



# Eucerin®

LIFE-CHANGING POWER OF  
DERMATOLOGICAL SKINCARE

OUR **#1** INGREDIENT FOR  
**DARK MARKS**



PATENTED  
**THIAMIDOL**



AGE  
SPOTS



DARK  
MARKS



POST-ACNE  
MARKS

## HYPERPIGMENTATION - A GLOBAL SKIN CONCERN

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Hyperpigmentation is a common, harmless condition without additional symptoms, however, it can cause psychological and emotional distress which negatively impact on a person's quality of life.

Depending on the causes, hyperpigmentation can cover large areas of the body or be highly localised. Although this skin condition is more common in people with darker skin tones, all types of skin can be affected. Thus, hyperpigmentation is prevalent across the world.

**Hyperpigmentation can be diffused or localised depending on the causes**



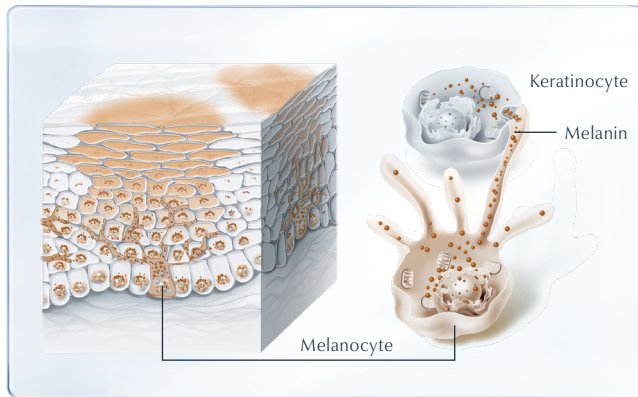
## WHAT IS HYPERPIGMENTATION AND HOW IS IT TREATED?

The pigment melanin is produced by melanocytes in the skin as a natural protection against overexposure to sunlight, giving our skin its individual colour. In hyperpigmented skin sites, melanocytes are overreactive producing more melanin than in the surrounding skin. Several factors can promote an increased production and uneven distribution of melanin in the skin.

### The most important factors are

- sun exposure
- genetic predisposition
- hormonal influences like pregnancy or oral contraceptives
- ageing
- skin inflammation (e.g. acne or invasive procedures)
- reactions to drugs

### Melanin is unevenly distributed due to different trigger factors



## HOW IS HYPERPIGMENTATION TREATED?



Dermatological treatments remove excessive pigment by either destroying it (**laser treatments**) or accelerating skin renewal (**chemical peels**).

Both treatments are very effective, however, they do not act at the root cause of hyperpigmentation (overproduction of melanin) and can have side effects, such as skin irritation or even a worsening of the condition (post-inflammatory hyperpigmentation).

**Hydroquinone**-containing creams are prescribed by dermatologists and effectively reduce the overproduction of melanin, however, they can only be used

for a limited period of time to minimise side effects. Only use Hydroquinone as prescribed by a Dermatologist.

Targeting the key enzyme of melanin production (tyrosinase) is a very effective and safe way to reduce the overproduction of melanin. However, active ingredients used in **dermoscosmetics** were tested on **mushroom tyrosinase** and lack efficacy.

Eucerin® was the first to use human tyrosinase to develop a highly effective ingredient, Thiamidol, to reduce dark marks.



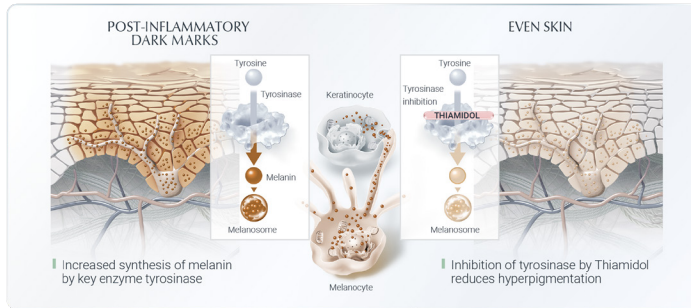
# DERMOCOSMETIC INNOVATION THIAMIDOL

First visible results in 2 weeks and continuous improvement over time with regular use



- The root cause behind dark marks is an **increased production of melanin**
- If too much melanin is produced and unevenly distributed, visible dark marks develop

## HOW THIAMIDOL WORKS



**Thiamidol gets to the root of the problem by reducing melanin production**

- New **exclusive, patented** active ingredient
- Acts at the **root cause** of dark marks
- Most effective ingredient out of **50 000 tested compounds**
- Tested on more than **1000 subjects** including all photo types
- **10 years of research & development**

## EUCERIN® EVEN PIGMENT PERFECTOR WITH THIAMIDOL

**Dark patches on the skin triggered by changes in hormone levels (melasma)**



- All Eucerin Even Pigment Perfectioner products contain patented Thiamidol
- Effectively reduce dark marks and prevent their reappearance with regular use
- All products show very good skin tolerability
- Dual Serum with long- and short-chain Hyaluronic Acid
- Day Cream with SPF 30
- Night Cream with Dexpanthenol
- Spot Corrector for targeted application

\*Application of cosmetic products containing Thiamidol® 4 times a day. Individual results may vary.



INITIAL CONDITION



AFTER 12 WEEKS\*

## DERMOPURIFYER POST-ACNE MARKS WITH THIAMIDOL

### Dark patches on the skin caused by inflammation (PIH)

- For effective treatment of post-acne marks (dark marks caused by inflammation)
- Eucerin DermoPurifyer Triple Effect Serum contains patented Thiamidol
- ANTI-MARKS: Patented Thiamidol reduces persistent post-acne marks and prevents their appearance.
- ANTI-BLEMISH: Salicylic Acid effectively reduces blemishes and Licochalcone A helps prevent new blemishes from appearing.
- ANTI-SHINE: Sebum Regulating Technology delivers a long-lasting, dry, matte finish.
- Apply serum and then apply the Protective Fluid SPF50



## EUCERIN HYALURON-FILLER + ELASTICITY WITH THIAMIDOL

**Dark patches on the skin as a result of  
chronic sun exposure during lifetime**

- For effective treatment of age spots as the result of chronic sun exposure during lifetime
- The 3D Serum, Day Cream and Night Cream contain patented Thiamidol
- Enriched with long- and short-chained Hyaluronic Acid, helping bind moisture, reducing fine lines while plumping up deep wrinkles from within
- For younger-looking skin



## SUN PROTECTION IS ESSENTIAL



Sun is the most important trigger factor of hyperpigmentation by activating melanin production. Melanin acts as natural UV protection and gives the skin an even pigmentation. If the skin is excessively exposed to the sun and the melanocytes become overly active, hyperpigmentation can occur.

The least possible time spent in the sun, protective clothing and the use of sun protection products with a high sun protection factor can reduce the risk of hyperpigmentation and prevent existing pigment spots one from becoming even darker.

### **Eucerin® Even Pigment Perfector Sun Fluid SPF50+** **Sun protection to effectively prevent and reduce dark marks**

- Advanced Spectral Technology combines UVB/UVA filters for very high UV protection with Licochalcone A for high energy visible light defense
- Glycyrrhetic Acid supports skin's own DNA repair mechanisms
- Patented Thiamidol visibly reduces dark marks
- Fast-absorbing, non-comedogenic formula with very good skin tolerability



# FOR ALL SKIN CONCERNS RELATING TO DARK MARKS

## DARK MARKS



Dark patches on the skin triggered by changes in hormone levels (melasma)



**PATENTED**  
THIAMIDOL



LICOCHALCONE A



**EVEN PIGMENT  
PERFECTOR RANGE**



**EUCERIN SUN FLUID  
EVEN PIGMENT PERFECTOR  
SPF 50+**

## POST ACNE MARKS



Dark marks caused by inflammation (PIH)



**PATENTED**  
THIAMIDOL



LICOCHALCONE A



SALICYLIC ACID



OIL CONTROL TECHNOLOGY



**DERMOPURIFYER  
TRIPLE EFFECT SERUM**



**EUCERIN SUN GEL-  
CREAM OIL CONTROL  
SPF 50+**

## SKIN INDUCED DARK MARKS IN AGING SKIN

SUN SPOTS

AGE SPOTS



Age spots as the result of chronic sun exposure during lifetime



**PATENTED**  
THIAMIDOL



HYALURONIC ACID



COLLAGEN-ELASTINCOMPLEX



**HYALURON-FILLER +  
ELASTICITY RANGE**



**EUCERIN SUN FLUID  
PHOTO AGEING CONTROL  
SPF 50+**

## PRODUCT REGIME & AVAILABILITY

### MORNING



Combine products with Thiamidol to get the best results\*

\*Maximum 4 applications of products with Thiamidol per day

### EVENING



Eucerin is the No. 1 Dermatologist Recommended Dermocosmetic Brand in South Africa  
Products are available online at Clicks, Takealot & Foschini and in store at Dischem and pharmacies.

## EUCERIN® SKIN RESEARCH

For more than 100 years Eucerin® has been pioneering medical skin science and innovation.



# Eucerin®

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For more information, ask your pharmacist or visit  
<https://www.eucerin.co.za/skin-concerns/uneven-skin>



Eucerin\_SA



Eucerin South Africa



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