

# VICHY

LABORATOIRES

DERMATOLOGIST  
MEASURED

## TO REDUCE DARK SPOTS

BY UP TO  
**-29% -71%** <sup>(2)</sup>



**NEW**

## LIFTACTIV B3 DARK SPOTS SERUM

**13%**

**NIACINAMIDE [B3]  
+ GLYCOLIC ACID  
+ PEELING ACTIVES**

BRAND RECOMMENDED  
BY **50 000** DERMATOLOGISTS <sup>(1)</sup>

HEALTH IS VITAL, START WITH YOUR SKIN.

(1) Survey conducted among the dermocosmetic market carried out by AplusA and other partners between January 2021 and July 2021, involving dermatologists in 34 countries, representing more than 82% of the worldwide GDP. (2) Clinical scoring, average result on dark spots coloration intensity calculated on 33% of panel after 2 months - average case 29% on 44 volunteers.



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“ A few months ago, a **dark spot** appeared right in the middle of my cheek. It was like a **brown tear drop** across my face. I never knew the real cause: to many **sun exposures**, urban **pollution**, my **hormonal variations** ? But I had to change my entire routine... ”

MICHELLE - 37 Y.O.

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EXPOSOME  
SCIENCE

## ONE OF THE MOST VISIBLE EXPOSOME IMPACT ON SKIN IS MELANIN OVERPRODUCTION.

Vichy Laboratoires pioneers **exposome science** for 40 years. Our expertise relies on the comprehensive study of all factors that affect skin's health appearance over time. As **skin is a barrier**, it's also the first organ to be impacted by external and internal factors. Dark spots are one of the main manifestations of these aggressions on skin surface.

The source of dark spots is called **melanogenesis**. When the skin is exposed, to **excessive sun** for instance, the melanocytes respond to this aggression by creating an excess of melanin pigments, which then creates brown areas on the skin. Only with pollution they increase by 25%.\* **Hormonal variations** or **acne lesions** can also be at the root of dark spots formation.

To **correct and prevent** hyperpigmentation, it's important to protect the skin and use the right dermo-cosmetics, hypoallergenic and with the good tolerability profile.

## DARK SPOTS ARE NOT A FATALITY, YOU CAN ACT ON IT.



DR STEPHANIE LECLERC MERCIER, DERMATOLOGIST, VICHY GLOBAL MEDICAL RELATIONS DIRECTOR.

|| Skin is the first organ to be impacted by external and internal factors. Dark spots are one of the main manifestations of these aggressions on skin surface. ||

\* Krutman, J, et al., the skin ageing exposome, 2017

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# VICHY SOLUTION

## LIFTACTIV SPECIALIST B3 DARK SPOTS SERUM

DERMATOLOGIST MEASURED  
TO CORRECT DARK SPOTS,  
REDUCE WRINKLES  
AND EVEN SKINTONE.

Concentrated with a powerful blend of derm-actives.  
B3 Serum acts at different skin layers to tackle dark spots  
formation at the epidermis basal layer while peeling  
visible dark spots at skin surface.

Hypoallergenic formula, tested on all phototypes.



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A HIGHLY CONCENTRATED FORMULA  
TO TACKLE DARK SPOTS

**13** % DERM-ACTIVES FORMULA  
WITH A COMBINATION OF:

### Niacinamide [B3]

With more than 2000 publications worldwide, Niacinamide is well known by **dermatologists**. Thanks to an **anti-hyperpigmentation action** at the basal skin layer, the appearance of **dark spots** is **visibly reduced**.

### Glycolic Acid & Peeling Actives

Glycolic Acid is a reference in the field of **Dermatology** for **exfoliation**. Recognized for its great efficacy, it acts at skin surface to **peel visible dark spots**: skin tone is more **homogeneous** and **luminous**.

A DUAL ACTION TO ACT BOTH ON THE  
EPIDERMIS AND AT SKIN SURFACE.

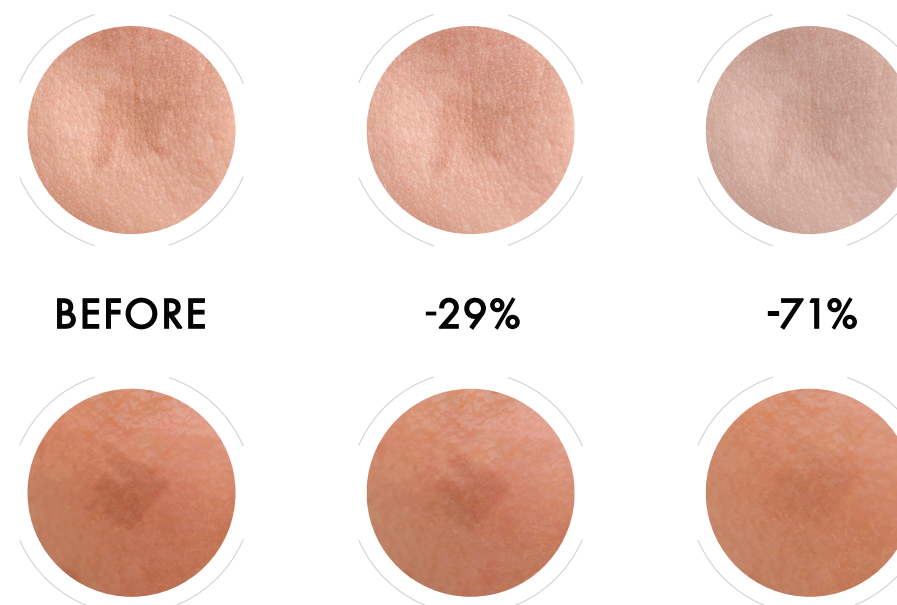
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# CLINICAL STUDY

DERMATOLOGIST MEASURED TO REDUCE  
DARK SPOTS BY 29% UP TO 71%.\*



HYPOALLERGENIC FORMULA  
TESTED ON ALL PHOTOTYPES



\*clinical study, calculated on 33% of the panel of 44 women during 2 months, average case is 29%.



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# STRICT FORMULATION CHARTER

## B3 DARK SPOTS SERUM

was formulated following a very strict charter.

This hypoallergenic formula was tested on more than  
150 women from all phototypes in both clinical studies  
and consumers tests.

# NO

HYDROQUINONE  
FRAGRANCE  
ALCOHOL  
COLORANTS

## SUSTAINABLE PACKAGING

Our bottles contain recycled glass and  
are all fully recyclable.  
So are the plastic applicators.



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# HOW TO USE LIFTACTIV SPECIALIST B3 DARK SPOTS SERUM



Gently press the applicator.  
Thanks to its precision,  
the serum can be applied  
locally on the dark spot or  
on the whole face.



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# GET A FULL SPECTRUM ANTI-DARK SPOTS ACTION



## STEP 1

### B3 SPECIALIST SERUM

TO CORRECT EXISTING PIGMENTATION  
DISORDER

## STEP 2

### B3 ANTI-DARK SPOTS SPF50

ADVANCED ANTI-AGING EFFICACY  
WITH OUR HIGHEST DAILY SPF50 TO  
CORRECT AND PREVENT DARK SPOTS &  
WRINKLES

OUR HIGHEST  
CONCENTRATION OF  
NIACINAMIDE [B3]

APPEARANCE OF DARK SPOTS VISIBLY  
REDUCED FROM THE BASAL LAYER



# 2 STEPS WEEKS\*



\*For 91% of women, dark spots are less visible.  
38 women, self-assessment questionnaire.

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