

A special feature brought to you by NIVEA

SKIN PIGMENTATION

One of the main beauty concerns among Singaporean women.

To shed light on this beauty preoccupation, NIVEA, the Expert in Skin Whitening*, jointly organized an inaugural "Face The New White" seminar at Suntec Convention Centre on 28 March 2009 with Channel News Asia. The event was supported by the Dermatological Society of Singapore, with four key speakers representing both the public and private practice.

What you need to know about skin pigmentation?

Melanin in the skin is essential to protect us against harmful UV rays that can cause skin cancer. The quantity and size of melanocytes affect your skin tone. According to **Dr Wong Su-Ni, Dermatologist from Dr SN Wong Skin, Hair, Nails & Laser Specialist Clinic**, pigmentation is the result of excess melanin in the skin from various causes such as sunlight, ultraviolet light, hormones and inflammation, with Asian skin being more prone to such problems.

The ugly effects of skin pigmentation.

At the seminar, Dr Steven Ting, Dermatologist from the National Skin Centre explained how environmental factors and hormonal changes are the reasons behind skin tone irregularities like brown spots, white spots, uneven skin tone and other pigmentation problems.



▲ Our panel of speakers: (from left to right) Mr Matthew Chong, Dr Steven Ting, Dr Colin Kwok, Dr Wong Su-Ni and Dr Ang Por

Defend yourself against skin pigmentation.

Dr Colin Kwok, Dermatologist from Changi General Hospital, shared that with intense sun exposure being the primary cause, photoprotective measures such as using sunscreens, wearing appropriate clothes and avoiding the hot mid-morning sun, are just a start to preventing pigmentation.

As Dr Ang Por, Dermatologist from Dermatology Associates, puts it, "the real test of any skin whitening solution lies in the efficacy of its ingredients".

Participants at the seminar learned that natural ingredients like Licorice Extract and Diolic Acid are the best defense against pigmentation problems and are also kinder on Asian skin.

NIVEA - your best defense against skin pigmentation.



▲ Mediacorp artiste and Sparkling White brand ambassador, Jessica Liu, shares her experience

The powerful combination of both Licorice Extract and Diolic Acid in NIVEA VISAGE Sparkling White range help reduce the production of melanin and effectively lighten dark spots and uneven skin tone. The result is 3 times fairer and more radiant skin in just 3 weeks**.



Best Selling Whitening Day Cream*

Beauty is a sparkle. This is echoed by Jessica Liu, Mediacorp artiste and NIVEA VISAGE brand ambassador. Jessica revealed how she keeps her skin radiant, despite having a hectic film schedule. On top of using sunscreen every day and not drinking water an hour before bed, Jessica keeps her skin at its fairest by cleansing, toning and moisturizing with the Sparkling White range. To maintain her diamond-like sparkle, she also uses the Sparkling White Mask frequently and balances her body's skin tone with NIVEA's range of body whitening lotions.

* No. 1 Whitening Brand for Body and Deodorant categories based on Nielsen brand value share audit.
 * NIVEA VISAGE Sparkling White in-market sales.
 ** In vitro test.
 Results may vary.

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