

FAQ's - WHITE BALANCE

1. Can White Balance continue to be used when on holiday?

You can continue to apply White Balance during the day whilst on holiday, but broad spectrum sun protection of factor 30+ must be worn at all times. This will reduce the chance of any further hyperpigmentation occurring, however it is strongly advise to avoid direct exposure to UV rays to minimise the risk of damage to skin. White Balance is also very suitable for use after periods of time in sunlight to help prevent the formation of hyperpigmentation.

2. What skin type is suitable for White Balance?

White Balance Serum is suitable for all skin types, especially pigmented, dull or that experiencing discoloration.

3. What are the main active ingredients in White Balance?

White Balance Serum contains a proprietary blend of botanical extracts (Gigawhite) and Alpha-Arbutin to actively interfere with melanin synthesis, leading to lighter blemish-free complexion. 1-Methylhydantoin-2-imide (Cosmo C250) exhibits skin brightening and conditioning properties, whilst reducing the appearance of brown spots.

4. Can White Balance Serum be used during pregnancy?

White Balance Serum does not contain retinoids so is safe for use during pregnancy

5. Can a localised area be treated?

White Balance Serum can be applied all over the face or on specific areas of hyperpigmentation

6. Is White Balance just for application to the face?

White Balance Serum is suitable for use on any areas of the body experiencing hyperpigmentation including the face, neck, décolleté and hands.

7. How long does it take before you can see results?

An immediate brightening effect can be noticed when using White Balance Serum, however continued daily use for at least 4 weeks is needed in order to notice an improvement in dark spots and hyperpigmentation. This time can vary between individuals.

8. Which products can be used in combination with White Balance Serum?

White Balance is suitable for use in combination with all Medik8 products. Use in conjunction with antioxidant serum CE-Tetra or C-Tetra for enhanced brightening effects but apply White Balance Serum first. Using retinol products at night will also assist in whitening.

9. Why is Alpha-Arbutin used as opposed to Beta? - What is the difference?

Arbutin occurs in two isomer forms – alpha and beta. The difference between alpha- and beta-Arbutin lays mainly in the efficacy of both actives.

Please notice that Arbutin is not used in the Australian version of White Balance.

10. Does Alpha-Arbutin's relationship to Tyrosine have a connection the Melanin production?

Yes, it does. Tyrosine is an amino acid and a precursor of melanin. An enzyme called tyrosinase converts tyrosine into melanin during exposure to UV light.

Melanocytes are the pigment producing cells situated at the base of the epidermis. Our genetic skin colour is determined by the amount of melanocytes present in the epidermis (the higher the number of melanocytes the darker the skin tone). Melanocytes protect keratinocytes, (cells located in the top layers of the epidermis) from UV-induced mutation and damage by producing and coating the upper layer of keratinocytes with melanin pigment (converted from tyrosine). This process is commonly known as tanning. In response to different triggers, such as hormones, skin injury, inflammation or medications, melanocytes can start to overproduce melanin, leading to hyperpigmentation if the skin is not protected from UV exposure.

Melanin synthesis is dependent on the activity of the tyrosinase enzyme and therefore by inhibiting tyrosinase we can inhibit melanin production and lead to lighter complexion.

11. What is in Cosmo 250?

Cosmo-C250 (1-Methylhydantoin-2-imide), included in White Balance at 1.5% (maximum proven trial dosage), is an amino acid derivative occurring naturally in the body that has demonstrated a potent ability to inhibit tyrosinase activity in melanocytes leading to a reduction in skin hyperpigmentation. In trials, after 28 days of continued use, Cosmo-C250 used at a concentration of 0.1% outperformed Kojic Acid formulated at 1.0% meaning it is 10 times more effective.

12. How does the formulation ensure skin penetration?

The active ingredients within White Balance are water soluble hence formulated in an aqueous gel. The polarity of the formulation is the driving force for the penetration of the actives into the skin to reach the pigment producing melanocytes present in the epidermis.