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NEWS AND PRODUCT UPDATE

BeneBellum

Melasma and other hyperpigmentation problems are some of the most common indications in the aesthetic dermatology field, but there is still a lack of definitive treatment.

BeneBellum, meaning a 'good war' against hyperpigmentation, is newly developed by Skin Tech Pharm Group. This brand offers a complete solution for treating skin with blemishes or imperfections, based on new anti-ageing strategies with natural antioxidants which are focused on maintaining the natural rhythm of skin cells combined with cutting-edge selective molecules, such as tranexamic acid, 4 hexyl-resorcinol, visible light filter.

Professional treatment consists of chemical peelings (modified trichloroacetic acid hybrid with AHA, or BHA), which induce a controlled keratinocytes dyscohesion then subsequent

regeneration, and topical application of 1% of tranexamic acid solution which enhances the skin's radiance, improves skin tone imperfections (including hyperpigmentation) associated with photo ageing. The treatment plan includes various options along with their mode of action, indication and skin type.

Daily Care ensures highly efficient management of hyperpigmentation, interfering in the melanin synthesis by synergistic effect in the long-term, and at the same time improving the integrity of the epidermis and the skin's natural balance, highly stimulating the synthesis of pro-collagen and collagen. Furthermore, one of the biggest risk factors of pigment disorders is sun radiation. BeneBellum Daily Care efficiently ensures '24h' of indoor and outdoor photo-protection against UVA/UVB, and blue light.



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