

# GenoWhite™

An Advanced,  
Stable and Safe  
Spot Correcting Peptide

## Brightening the Skin for More Radiant Look

Clinical Study



## GenoWhite™

### INCI Declaration

Acetyl Glycyl β-Alanine

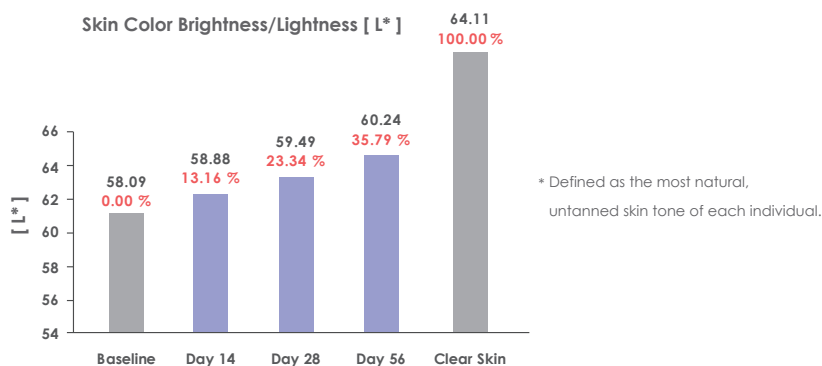
### Benefits

- Lighten skin
- Reduce dark spots
- Improve skin clarity
- Even out skin tone
- Prevent pigmentation

### Applications

- Skin whitening/ lightening
- Age spot corrector

To evaluate the effectiveness of topically applied GenoWhite™ to reduce hyperpigmentation on the face and improve skin clarity, a 56-day clinical study was performed to investigate the skin color changes by using Minolta Chromometer Color Computer System. 20 female subjects with visible hyperpigmented areas on the face were enrolled in the study. Subjects were instructed to apply 2% GenoWhite™ spot correcting cream to the entire face twice daily for 56 days. Data was obtained through digital photography where subtle changes in skin brightness were recorded using L\* value at baseline and again after 14, 28, 56 days post GenoWhite™ application.



### Skin Brightness Effect of GenoWhite™

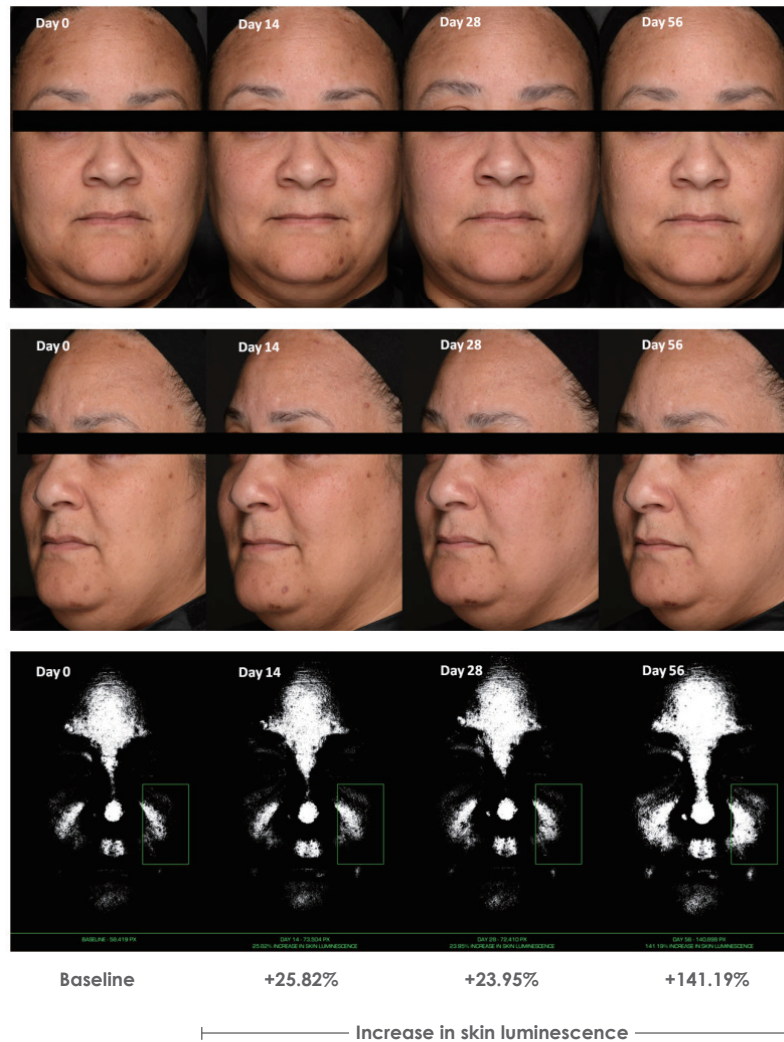
The skin brightening results reflect the changes in skin complexion where the baseline readings of the test sites were considered 0% and the lightest (or least dark - clear skin) skin color for each panelist was considered 100%. Clear skin was defined as most natural, untanned skin tone of each individual. Results demonstrate that GenoWhite™ exhibits fast and outstanding effect on skin lightening through improving L\* value by up to 35.79% compared to baseline after 56 days of application, while an apparent brightening result has already been observed in just 14 days (+13.16%).

# GenoWhite™

## In-Vivo Full Face Lightening Effect

Digital photographs were taken before and after GenoWhite™ treatment. The subjects' skin tones were monitored throughout the study at baseline, day 14, day 28 and day 56, respectively.

Significant skin color changes were observed in the subjects' topical applied sites. Skin brightness was increased up to 141.19% at the end of the study. In addition, visible dark spots or age spots were cleared up; the overall skin tone became brighter and more even.



*GenoWhite™, being a potent spot correcting ingredient, can brighten skin complexion for a more radiant and glamorous look.*

## CORUM

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