

VMV HYPOALLERGENICS

VMV Is ... Hypoallergenicity as a Lifestyle | Evidence-Based, Therapeutic Cosmeceuticals | Advanced Dermatological Research | Your Partner in Great Skin: Skinolved and Skin Cahoots with you, from Diapers to Dermabrasion | and ...

Skinfatuated, Skintelligent, Skin-the-Know:

We are Skin Specialists,
utterly devoted to
— obsessed with — skin.

We love what we do, and, crucially,
we really know what we're doing.

In the spirit of spreading our skinspiration,
we've put together this "Skinformation"
Guide to help you learn more about the
targeted VMV Regimen you've chosen to
help you achieve your Skin Goals.

This is your Skinformation Guide to your ...

Lighter, Brighter, more
Luminous Skin than ever
before.

[Illuminants Active 10,
Multi-Level Skin Lightening
and Hyperpigmentation
Therapy](#)



Skin Lightening + Hyperpigmentation Regimen

Your skinvestment begins here ...

About Your Regimen

LighTEN!

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Illuminants Active-10 Advanced Skin Lightening and Hyperpigmentation Therapy contains not one, not two, but **ten active brightening ingredients and tyrosinase inhibitors** (Glycolic Acid + Kojic Acid + Melfade + 7 Depigmenting Actives in Gigawhite) — plus a full-spectrum, indoor-outdoor sun and light screen — for one of the most advanced, comprehensive therapies for overall skin lightening and multiple hyperpigmentation disorders.

Conjunctive Therapy

Each Illuminants product is specifically formulated to enhance each other's action for integrated, synergistic therapy that effectively addresses more types of hyperpigmentations, and on more layers of skin than ever before.

Your Targeted Regimen

Your Regimen is designed to take full advantage of this conjunctive therapy to deliver effective skin lightening and brightening for multiple indications:

- Effective in the treatment of even stubborn dark spots and blotches from Melasma and other hyperpigmentation disorders.
- Significantly lightens skin colour by several notable shades.
- Evens out skin tone: minimises the contrast between lightness and darkness, and the saturations of red, yellow, and violet hues. This creates a fine, natural flawlessness even without camouflage.
- Skin's appearance is impressively brighter, more vibrant, luminous, and more radiant, even without makeup.

Regular, sustained use over several years gives you the best returns on your Illuminants skinvestment.

VMV Skintegrity: Clinically Proven, Evidence-Based

[Click here to skip this section and jump to your regimen](#)

Your Regimen's Validity

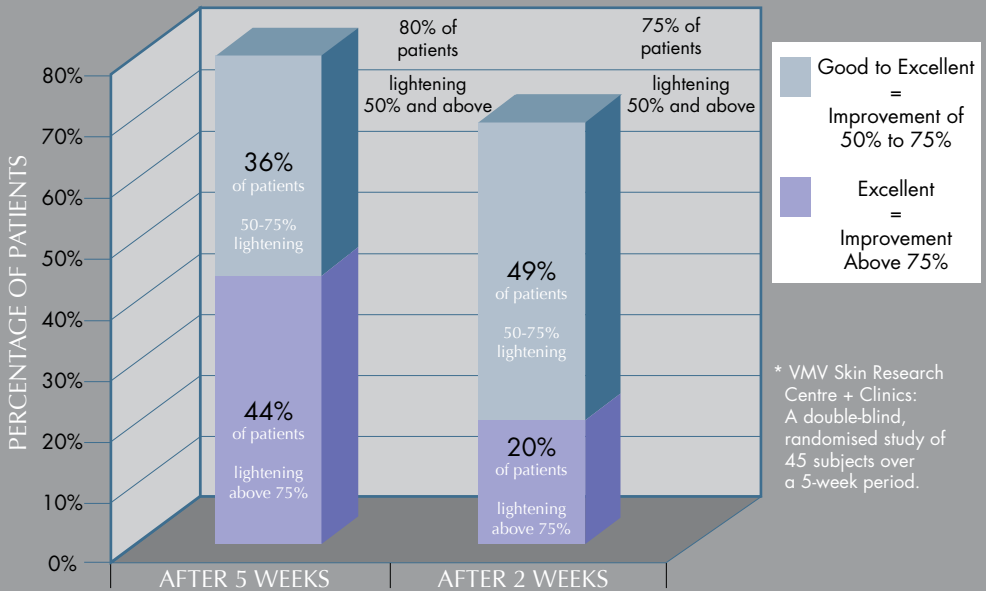
Even at just 2 weeks of treatment, almost 50% of test subjects noted an improvement of their Melasma by 50 to 75% with Illuminants. At 5 weeks, 80% of subjects had a 50% improvement in their Melasma and Skin Lightening, while 44% showed improvements above 75%



To understand the importance of these results, keep in mind that Melasma is notoriously difficult to treat. This is especially true for darker skin tones or skin with existing hyperpigmentations because they have hyperactive melanocytes (the cells that produce the skin's pigment).

To see any lightening on hyperpigmented skin takes a very long time — usually around 6 months. Therefore to see changes as high as 50% in 2 weeks of therapy is notable. To get an improvement above 75% in 5 weeks means Illuminants is able to deliver very accelerated lightening with significantly higher amounts of lightening achieved.


These results were from regular therapy of a complete Illuminants Conjointive Regimen: Skin Brilliance Cleansing Crème, Active Brilliance Toning Essence, Active Brilliance Advanced Formula (first-time users must start therapy with First Brilliance Primary Formula), and its enclosed Armada Face Cover 30.

Randomised Double-Blind Clinical Study Results*
for Illuminants Conjointive Therapy Regimen




Step 1: Cleanse		<input checked="" type="checkbox"/> AM <input checked="" type="checkbox"/> PM
Product 	Illuminants Pure Brilliance Treatment Comfort Cleansing Crème	
Function	Gently removes skin-dulling dirt and debris. pH-adjusted to keep your skin comfortable throughout therapy with Illuminants Formulas and Toning Essence (your active treatment products).	
Directions	Splash water onto face and gently massage a pea-sized amount of Crème. Rinse Clean. Do not rub harshly or press down while scrubbing. Do not scrub any one area of skin for longer than 1 to 2 seconds. A short, gentle massage is all you need.	
Note on pH Levels	The Illuminants system's pH level is quite low. Your skin easily adjusts to this. But if you use a low-ph product for treatment and a high pH product to cleanse, such as a soap (due to how they're made, soaps inherently have high pH levels), your skin has to work hard to adjust between both extremes. This cleanser is pH-adjusted to keep skin comfortable throughout therapy.	
Step 2: Tone-&Treat		<input checked="" type="checkbox"/> SLOWLY increase until 2x-a-day
Product 	Illuminants Active Brilliance Toning Essence	
Function	Contains Gigawhite, a unique, 7-active depigmenting complex. Effectively brightens skin.	
Directions	Pour onto cotton ball (it should be damp, not dripping wet with Toner). Apply over face, carefully avoiding membranous areas of eyes, nostrils, and mouth. Start with 2x-a-week applications ONLY. <i>Slowly</i> increase to 3x-a-week, then once-every-other-day, then once-a-day, until you achieve 2x-a-day usage.	
IMPORTANT	<p>Go slow. Rushing your usage could lead to irritations (such as a feeling of tightness or redness, and the possibility of post-inflammatory hyperpigmentation). If you experience this, you'll have to stop all skin products for at least 7 days and re-start your therapy at the very beginning.</p> <p>Many people get to 2x-a-day usage around the 35th day; some get there earlier, some later, and others never do. Go at your own pace.</p> <p>PACING TIP: If the Toner stings slightly, wait a few days before using it again. If it no longer stings, apply it again the next day. If it stings then, wait a few days. Repeat until no stinging is felt, and you can use the Toner daily.</p>	

Step 3: Nourish-&Treat SLOWLY increase until 2x-a-day

Product 	<p>Illuminants First Brilliance Primary Formula,* or Active Brilliance Advanced Formula</p> <p>*If you are new to Illuminants, you must start with Primary Formula.</p>
Function	<p>Glycolic Acid for micro-exfoliation that helps the active tyrosinase inhibitors, Kojic Acid and Melfade, penetrate deep into the skin. Helps lighten hyperpigmentations and over-all skin tone.</p>
Directions	<p>Apply onto face, carefully avoiding membranous areas of eyes, nostrils, and mouth. At the start, dab 2 or 3 dots and spread. Increase as you get used to therapy. Start with 1x-a-week applications ONLY. <i>Slowly</i> increase to 2x-a-week, then once-every-other-day, then once-a-day, until you achieve 2x-a-day usage.</p>
<p>IMPORTANT</p> <p>While increasing application frequency, you can use Illuminants Body Brilliance Hand and Body Lotion as an interim moisturiser for the face, daily. It's light and soothing, and helps your skin slowly adjust to the more active formulas.</p>	<p>Go slow. Rushing your usage could lead to irritations (such as a feeling of tightness or redness, and the possibility of post-inflammatory hyperpigmentation). If you experience this, you'll have to stop all skin products for at least 7 days and re-start your therapy at the very beginning.</p> <p>Many people get to 2x-a-day usage around the 35th day; some get there earlier, some later, and others never do. Go at your own pace.</p> <p>PACING TIP: If the Formula stings slightly, wait a few days before using it again. If it no longer stings, apply it again the next day. If it stings then, wait a few days. Repeat until no stinging is felt, and you can use the Formula daily.</p> <p>ADVANCED THERAPY: Once you achieve 2x-a-day usage of the Primary Formula, you can move up to the Advanced Formula, but when you do, follow these same instructions and start applications at the very beginning (once-a-week, etc.).</p>

Step 4: Protect Daily Indoors Outdoors

Product 	<p>Armada Face Cover 30 (one comes with your Illuminants Formula)</p>
Function	<p>Full-spectrum protection against indoor and outdoor UVA, UVB, Infrared, Visible Light. Helps prevent and lighten dark spots. This step is crucial for protection and lightening. With antioxidants.</p>
Function	<p>Apply daily, indoors and outdoors (even halogens, fluorescents, and computer screens can cause dark spots), and whether or not Illuminants has been applied on a given day. For efficacy and protection, use Armada every day, indoors and out.</p>
IMPORTANT	<p>You always get an Armada 30 with your Illuminants Formula, but try other Armada products if you want higher protection when outdoors or for more aggressive lightening. IF YOU ARE ALLERGIC TO CHEMICAL SUNSCREENS, use Armada Baby 60 or SuperSkin Creammy Rich Intensive Moisture Milk SPF 15.</p>

SkINSPECTION

Pay attention to your skin's behaviour throughout therapy.

What's Normal ...

If you're new to Illuminants, you may experience a slight redness or stinging at the start of therapy.

These are normal and initial, and disappear with correct use. It is therefore important to ...

1. Follow the very slow increase in application frequency,
2. Use low-pH products,
3. Use Armada throughout therapy.

To be extra safe or if you have very sensitive skin: if you experience any of these normal initial reactions, slow down your usage frequency.

What's Not Normal ...

- Severe redness that doesn't disappear even with proper use,
- Visible peeling or flaking,
- Skin discolourations,
- A feeling of severe tightness,

If you experience an abnormal reaction, immediately:

1. **Discontinue all products applied on skin for 7 days** (Illuminants, other cleansers, moisturisers, makeup, everything),
2. Use pure mineral oil or virgin coconut oil to cleanse, and
3. Consult a dermatologist, get a patch test, and do not apply

anything on your skin until s/he says that you may do so.

Why may abnormal reactions occur? Some common possible causes are:

- Improper use of Illuminants,
- Use of non-VMV products. We at VMV believe in hypoallergenicity as a lifestyle: we promise safe skin, which is happy, healthy, gorgeous skin; everything we do fulfils this promise.

If you use Illuminants but also use non-VMV products (that may contain comedogens or allergens) for your other skin or cosmetic needs, those products could cross-react with Illuminants and your skin may suffer in ways we cannot predict.

- VMV products contain none or the least amount possible of known cosmetic allergens. But, as we are all unique, some people are sensitive to ingredients to which no one else is — so, you may be sensitive to an ingredient in Illuminants that is not an allergen.

If this is the case, you would have reacted to Illuminants within the first few hours of use, and can return your VMV product ([read our policy on returns and exchanges for details](#)).

If you are sensitive to something no one else is, we can still help: by customising your product based on your patch test results. For more information, [Ask VMV](#).

More SkINFORMATION

Attention: Practice Prevention for the Retention of Your Skin's Health!

As with any medical or health concern, prevention is as vital as therapy. Your regimen won't matter much if you keep using products that work against it. So, always look for validated (proven) hypoallergenicity and non-comedogenicity in all your personal care products.

Why all personal care products? Because even products not often associated with skin can cause or worsen skin problems. For example, comedogens in some hair care can trickle down with sweat and clog pores (this may result in back, neck, forehead, or cheek acne). Some oral-care products contain halogens which can cause acne or rashes around the mouth and chin (peri-oral contact dermatitis). Soaps, powders, or antiperspirants with fragrance can cause itching, redness, darkening, or bumps.

Many allergens are also photo-allergens (they react with light to darken skin). And even simple zits can leave dark spots (post-inflammatory hyperpigmentation) which can be difficult to treat.

All [VMV products](#) — from Body + Bath to makeup — help you prevent skin problems, and work with (not against) your Skin Lightening Regimen.

The VMV PATCHTEST™

Before using anything new on your skin, do The VMV Patch Test™, especially if you have a history of skin sensitivity.

STEP 1: Spread a pea-sized dot of product on a small patch of skin (like the underside of the elbow or wrist).

STEP 2: If your skin shows redness or a temporary discolouration, or itches, burns, or has other sensations not indicated to be normal (like the initial subtle redness or stinging from an active ingredient), use a damp towel to wipe off the product and do not purchase it.

STEP 3: Choose products that do not cause adverse reactions in your skin. If you are very allergic, get a full patch test at a dermatologist's clinic (make sure your dermatologist has completed a proper residency program and is boarded with your country's official dermatology organisation), or [Ask VMV](#) to customise a product for you.

SkIN Cahoots

At VMV, we believe in helping you stay skin-the-know: the more you know, the more empowered you are to make the best decisions for your skin. Check out VMV's online Knowledge Base:

www.vmvhypoallergenic.com >
[Knowledge Base.](#)

Or, click [Ask VMV](#) for help.

We're your partners in skin and 100% skininvolved. We're in this with you for the long haul, and are happy to help in any way we can.

About **VMV**. We are ...
Hypoallergenicity as a Lifestyle (we promise safe skin, which is happy, healthy, gorgeous skin; everything we do fulfils this promise) ... **Evidence-Based Therapeutic Cosmeceuticals** (our products work towards cell-to-surface healthy, microscopically-sound skin; they deliver results, they do what they say they do, and our claims are backed by clinical studies) ... **Advanced Dermatological Research** (our studies regularly appear in dermatological publications, they're that good) ... **Skinfatuated, Skintelligent, Skin-the-know** (we're utterly devoted to — some say obsessed with — skin).

Who uses VMV? Women, men, and kids from ages 0 on up. We believe great skin is a lifelong commitment. And we're your long-term partners in skin — we're skin cahoots with you, as it were. Many of our clients have been with us for decades for precisely that reason: **we're skinvolved, we're**

in this with you for the long haul, from diapers to dermabrasion.

We've Been Around since 1979, making us one of the first hypoallergenic cosmeceuticals.

VMV Products are clinically proven to be unabashedly in love with your skin:

Validated Hypoallergenic, 100% All-Types-Of-Fragrance-Free, 100% Preservative-Free, Usage, Patch, In Vivo, + Clinically Tested, Non-Comedogenic.

We Make ... skin care, advanced skin treatments, sun + light protection, hair, body + bath care, and makeup. **Skin-Perfecting Stuff from Head to Toe.**

What Is "Validated Hypoallergenic"?

Hypoallergenic means our products contain the least amount — or **0** — **cosmetic allergens** (stuff that causes skin irritations). Validated means we prove it. Our reference for allergens? The North American Contact Dermatitis Group.

[Welcome to VMV.](#)

Love your skin. We do.