

Innovative complex for dark spots reduction & skin lightening

HENTOWHITE AF



HENTOWHITE AF is a **hexylresorcinol derivative**, effective in reducing dark spots and lightening skin without irritation. **It acts on all three phases of melanin production**, which differentiates it from other ingredients:

- **Before melanin synthesis:** it interferes with the synthesis and glycosylation of tyrosinase, preventing the enzyme from being absorbed by the melanosome.
- **During melanin synthesis:** Inhibits the activity of tyrosinase and the enzymes TRP1 and DCT (TPR2), reducing melanogenesis byproducts.
- **After the synthesis of melanin:** Promotes tyrosinase degradation, inhibits melanosome transfer, and enhances exfoliation with fatty acids.

The **fatty acids** present also regulate the degradation of tyrosinase, enhancing the lightening effect.



INCI

Polysorbate 20, Hexylresorcinol, Caprylic Acid, Isopropyl alcohol, Peg-400, Caproic Acid, Capric Acid

DOSE OF USE

1-5%

SOLUBILITY

Hydrosoluble, soluble in ethanol

EFFICACY TESTS

IN VITRO

Hentowhite AF

INHIBITION OF MELANIN SYNTHESIS **0.001%** study in keratinocytes
TYROSINASE INHIBITION **0.15mg/mL** study in melanocytes

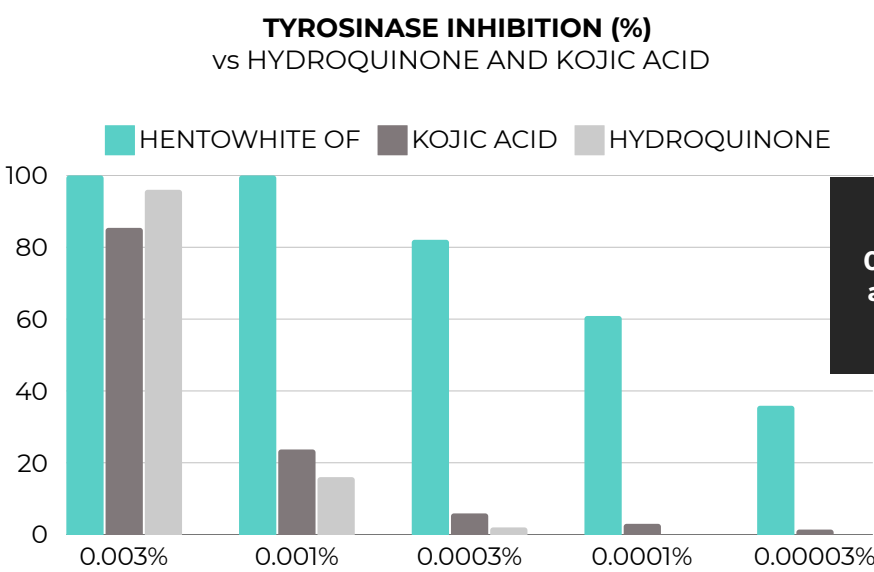


24 hours

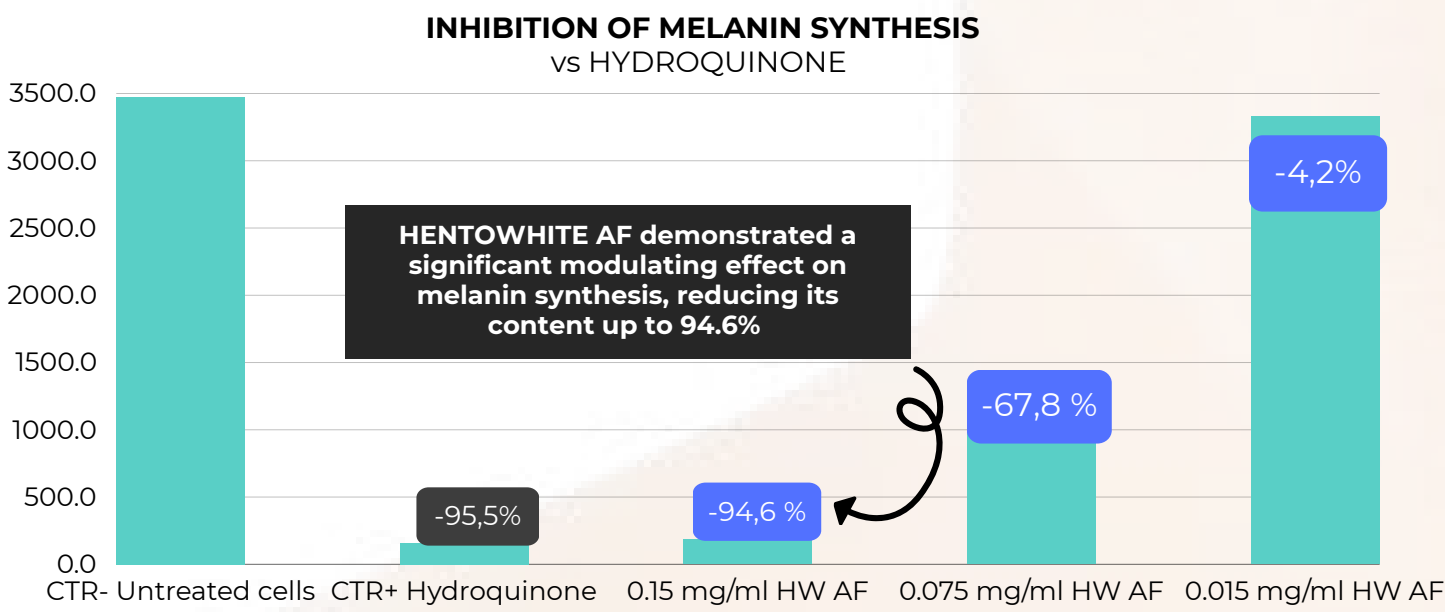
TYROSINASE INHIBITION +
MELANIN SYNTHESIS INHIBITION

The studies carried out in vitro have the following objectives:

1. To evaluate the inhibitory capacity of HENTOWHITE AF on tyrosinase activity, comparing it with other known inhibitors such as kojic acid and hydroquinone measured with HENTOWHITE AF at 3 concentrations. 2. Measure the inhibition of melanin synthesis in melanocytes treated with HENTOWHITE AF at 3 concentrations.



Even at doses as low as 0.001%, HENTOWHITE AF achieves 100% inhibition of tyrosinase.



IN VIVO

5% Hentowhite AF



20 volunteers

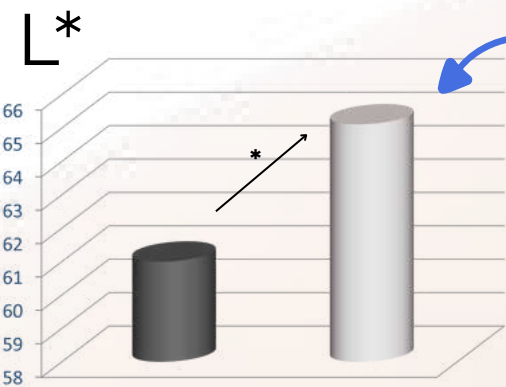


4 weeks

x2 times a day

DARK SPOTS LIGHTENING

The objective of this study is to evaluate the effectiveness and safety of HENTOWHITE AF in reducing dark spots and lightening skin in volunteers with hyperpigmentation.



69% of the dark spots studied increased their luminosity values (up to +5%) after treatment with 5% HENTOWHITE AF

The percentage of subjects with severe spots decreased from 12% to 4%, and the group with moderate spots decreased from 50% to 35%.



BEFORE



AFTER



BEFORE



AFTER

70% of volunteers claim to have more uniform and better-looking skin.



70% of volunteers reported less perception of the treated stains



77% of volunteers observed an increase in the luminosity of the treated spots



Marketing claims



MULTI-APPROACH
INGREDIENT



ANTI-DARK SPOTS
TREATMENT



BRIGHTNESS AND
LUMINOSITY



POST-DEPILATORY
WHITENING



NON-IRRITATING FOR
SENSITIVE SKIN



ANTI-OXIDANT
ANTI-TYROSINASE