

A close-up photograph of three women with different skin tones and ethnicities. The woman at the top is Black, the woman on the left is of mixed heritage, and the woman on the right is White. They are all looking directly at the camera with neutral expressions. The background is a soft, light-colored gradient.

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SKINMEDICA®
EST. 1999

EVEN &
CORRECT

CUSTOMIZE AND CORRECT



THE WAY TO EVEN SKIN TONE

Hyperpigmentation is the clinical term for uneven discoloration of the skin. This is caused by an excess production of melanin, a pigment that gives skin its color. Persistent unwanted discoloration over time may indicate a chronic skin condition.

Many factors contribute to skin discoloration, from sun exposure to hormones to genetics to acne scarring. Without a professional diagnosis for treatment, you may struggle to accurately identify or describe uneven skin discoloration. Some common terms include dark spots, blotches, age spots, or stains. Understandably, you want a solution to restore your even skin tone.



DID YOU KNOW?

- We're not born with common hyperpigmentation marks, such as freckles¹
- **65%** of African Americans experience symptoms of hyperpigmentation, and it's typically longer lasting and more challenging to treat in darker than lighter skin tones²
- Discoloration presents in brown, red, and tan spots³
- The most common types of hyperpigmentation are age spots, pregnancy mask, and injury to the skin⁴



SKINMEDICA[®] EVEN & CORRECT

CUSTOMIZE AND CORRECT

We're excited to introduce SkinMedica[®] Even & Correct, our most effective technology targeting hyperpigmentation. This clinically proven collection is a customizable approach that helps target a broad spectrum of unwanted hyperpigmentation conditions. You'll see visibly brighter, more even skin tone in as little as one week.⁵

The Even & Correct collection has been clinically shown to dramatically reduce the appearance of the most stubborn skin discoloration. It's been extensively researched and tested in clinical studies across a diverse range of ethnicities and skin types.⁵

Each of the products in the collection is hydroquinone-free, so you can use each one daily and with prolonged, regular use. This system is fully customizable, to suit your skin's needs.

PADS · SERUM · SPOT

EVEN & CORRECT ADVANCED BRIGHTENING TREATMENT

A powerful daily **serum** to help target and prevent visible discoloration. This is designed to be a foundation in your daily regimen.

EVEN & CORRECT DARK SPOT CREAM

A heavy-duty, targeted, fast-acting **spot** treatment booster that reduces the appearance of dark spots. For use as needed.

EVEN & CORRECT BRIGHTENING TREATMENT PADS

Alcohol-free brightening **pads** exfoliate for visibly bright skin. They prep your skin for absorption of treatment products.



A BREAKTHROUGH INNOVATION

GROUNDBREAKING, EXCLUSIVE BLEND

LTN Complex™ is exclusive to SkinMedica®. This signature, patent-pending technology is our most comprehensive approach to treat the appearance of skin discoloration.



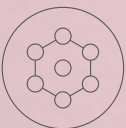
ULTRA-CONCENTRATED LOTUS SPROUT EXTRACT

Truly an innovative breakthrough, we have specifically engineered this naturally derived key ingredient for skincare use. The specialized extraction process harnesses the most powerful properties that address skin discoloration.



TRANEXAMIC ACID

This brightening agent effectively reduces the appearance of dark spots.



NIACINAMIDE

Acts as an antioxidant to reduce the appearance of skin discoloration, fine lines, and sallow, yellow appearance.

These ingredients are a scientific breakthrough discovery in targeting multiple types of hyperpigmentation.

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The melanin lifecycle, which regulates skin discoloration, was known to consist of 5 pathways. An additional pathway has been discovered, opening science to new possibilities in helping to treat and prevent visible hyperpigmentation. SkinMedica® has pioneered an innovative collection to target all these critical pathways related to the development of unwanted pigment in skin.

That's the power of Even & Correct.



THE FADE AWAY

SKINMEDICA® EVEN & CORRECT ADVANCED BRIGHTENING TREATMENT

Helps treat the appearance of melasma, and other stubborn hyperpigmentation conditions, and prevent the appearance of future discoloration in all skin types.⁵

A BRIGHTER WAY^{5,*}

- **93%** overall subject satisfaction, at week 8
- **90%** overall improvement in skin condition, at week 8
- Retinol-free, tested safe and effective on all skin types and multiple ethnicities

*n = 108.

VISIBLE RESULTS IN JUST 2 WEEKS⁵:

- + Continued improvement for moderate to severe overall hyperpigmentation at 12 weeks
- + Clinically proven to correct the appearance of dark spots and uneven skin tone



THE RESULTS ARE CLEAR

In a split-face clinical study, Even & Correct Advanced Brightening Treatment was shown to improve the appearance of hyperpigmentation, with similar cosmetic efficacy to 4% hydroquinone.⁵

EVEN & CORRECT ADVANCED BRIGHTENING SERUM TREATED SIDE*



BASELINE



WEEK 12

4% HYDROQUINONE TREATED SIDE*



BASELINE



WEEK 12

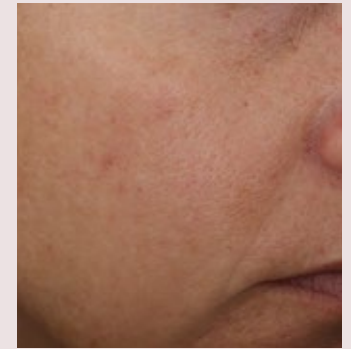
*FEMALE, ASIAN, AGE 51, FITZPATRICK III.
Unretouched photos, taken in standard lighting. **Individual results may vary.**

EVEN & CORRECT

ADVANCED BRIGHTENING TREATMENT RESULTS



BASELINE

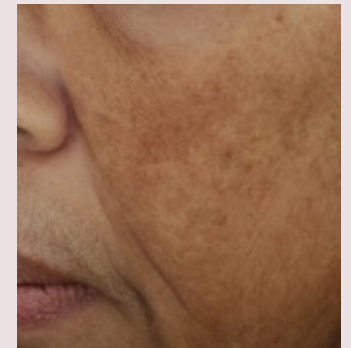


WEEK 8

FEMALE, CAUCASIAN, AGE 41, FITZPATRICK III.
Unretouched photos, taken in standard lighting. **Individual results may vary.**



BASELINE



WEEK 12

FEMALE, AFRICAN AMERICAN, AGE 60, FITZPATRICK IV.
Unretouched photos, taken in standard lighting. **Individual results may vary.**

WHAT PEOPLE LIKE YOU ARE SAYING⁵

83%

agreed that "the serum improved the evenness of my skin tone," at week 8
(n = 108)

84%

agreed "makes my skin look less dull," at week 8
(n = 110)



GET EVEN

SKINMEDICA® EVEN & CORRECT DARK SPOT CREAM

Think of this as a powerful booster just when you need it most. This fast-acting, high-strength spot treatment helps reduce the look of dark spots.



THE BOOST THAT GETS TO WORK

- Significant improvement on stubborn dark spots from acne scars and sun damage, with visible results as early as 2 weeks and continued improvement over 12 weeks⁵
- Tested safe and effective in a variety of skin types and multiple ethnicities
- Featuring retinol (0.25%), an exfoliator that helps reduce the appearance of fine lines and wrinkles

HIT THE SPOT

A POWERFUL, AS NEEDED, TREATMENT FOR YOUR PATIENTS' MOST STUBBORN DARK SPOTS. VISIBLE RESULTS IN JUST 2 WEEKS.⁵



SPOT-ON RESULTS

This booster delivers a strong hit of discoloration-fighting ingredients. Patients have found significant, visible improvements in the appearance of dark spots.⁵



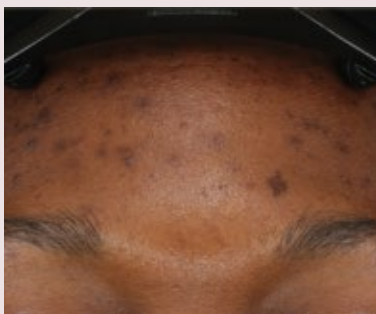
BASELINE



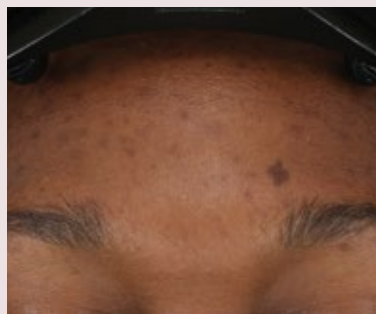
WEEK 4

FEMALE, CAUCASIAN, AGE 61, FITZPATRICK III.

Unretouched photos, taken in standard lighting of subject at baseline and week 4 after use of Even & Correct Dark Spot Cream. **Individual results may vary.**



BASELINE



WEEK 12

FEMALE, AFRICAN AMERICAN, AGE 38, FITZPATRICK V.

Unretouched photos, taken in standard lighting. **Individual results may vary.**

WHAT PATIENTS SAY⁵

75%

agreed that it improved the appearance of uneven skin tone and discolorations, at week 8 (n = 41)

74%

agreed it visibly reduced the size of dark spots, at week 8 (n = 41)

78%

agreed it visibly reduced the size and intensity of uneven pigment, at week 8 (n = 41)

78%

agreed it reduced the appearance of sun spots, at week 12 (n = 41)



IN THE CLEAR

SKINMEDICA® EVEN & CORRECT
BRIGHTENING TREATMENT PADS

Add these alcohol-free daily brightening pads to your skincare routine. They prep your skin to help the absorption of treatment products. And they help reduce the appearance of dullness and uneven tone and texture, for visibly bright skin.



BRIGHTEN UP
THESE PADS CAN BE USED DAILY TO KEEP YOUR
SKIN RENEWED AND FRESH.



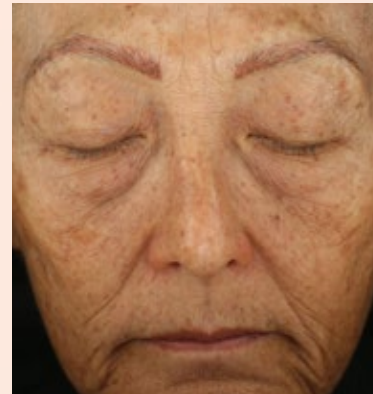
SKINMEDICA[®] EVEN & CORRECT

CUSTOMIZED FOR ALL SKIN TYPES

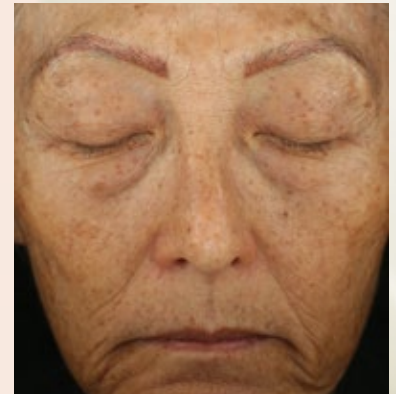
USE THE EVEN & CORRECT COLLECTION AS NEEDED.

- **Even & Correct Advanced Brightening Treatment** is a core, twice-daily serum to help reduce the appearance of melasma, and other stubborn hyperpigmentation conditions, and prevent new discoloration from forming
- **Even & Correct Dark Spot Cream** can be added as a heavy-duty booster to help decrease the appearance of stubborn dark spots
- **Even & Correct Brightening Treatment Pads** can be used daily or as needed, for exfoliated, bright skin

WHEN YOU USE THE COLLECTION ALL TOGETHER,
YOU MAY SEE RESULTS IN AS LITTLE AS ONE WEEK.⁵



BASELINE



WEEK 1

FEMALE, ASIAN, AGE 69, FITZPATRICK SKIN TYPE III.

Unretouched photos, taken in standard lighting of subject at baseline and week 1 after use of Even & Correct Advanced Brightening Treatment, Even & Correct Dark Spot Cream, and Even & Correct Brightening Treatment Pads. **Individual results may vary.**



BASELINE



WEEK 2

FEMALE, CAUCASIAN, AGE 51, FITZPATRICK SKIN TYPE I.

Unretouched photos, taken in standard lighting of subject at baseline and week 2 after use of Even & Correct Advanced Brightening Treatment, Even & Correct Dark Spot Cream, and Even & Correct Brightening Treatment Pads. **Individual results may vary.**

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At SkinMedica® we continuously innovate based on rigorous research and the latest scientific findings in skincare. Even & Correct is our latest groundbreaking solution. We've designed this collection to be easily added to your customized SkinMedica® Method regimen.

If you have continuing skin discoloration concerns, consider SkinMedica® peels and DiamondGlow® treatments as part of your regular skincare plan.

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EXPERIENCE ALLĒ—IT'S ALL FOR YOU



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References: **1.** Valenti L. 7 weird things you never knew about freckles. Marie Claire. Published March 31, 2017. Accessed December 6, 2022. <https://www.marieclaire.com/beauty/news/a26294/facts-about-freckles>.

2. Veazey K. What to know about hyperpigmentation on dark skin. Medical News Today. Published March 29, 2022. Accessed November 30, 2022. <https://www.medicalnewstoday.com/articles/hyperpigmentation-black-skin>.

3. Case-Lo C, Cherney K. What causes skin discoloration? Healthline. Updated July 26, 2022.

Accessed December 6, 2022. <https://www.healthline.com/health/discolored-skin-patches>.

4. Charlotte Plastic Surgery. Different types of hyperpigmentation. Published 2022. Accessed December 6, 2022.

<https://www.theskincenterbycps.com/different-types-of-hyperpigmentation>.

5. Data on file at SkinMedica®

CAUTION: Do not use Even & Correct Dark Spot Cream if you are pregnant, lactating, or planning to become pregnant.

Sunburn alert: Even & Correct Brightening Treatment Pads and Even & Correct Dark Spot Cream contain an alpha-hydroxy acid (AHA) that may increase your skin's sensitivity to sunburn. Use a sunscreen and limit sun exposure while using these products and for a week following discontinuation.

Use a sunscreen with an SPF of 30 or higher during any sun exposure when using Even & Correct Advanced Brightening Treatment.

Most SkinMedica® products are intended to meet the FDA's definition of a cosmetic product, an article applied to the human body to cleanse, beautify, promote attractiveness, and alter appearances. These SkinMedica® products are not intended to be drug products that diagnose, treat, cure, or prevent any disease or condition. These products have not been approved by the FDA, and the statements here have not been evaluated by the FDA.

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