

Dark Marks & Uneven Tone — Home Protocol

The Multi Vita Radiance range, the vitamin doses printed on the carton, and the one step that matters most.

Who this is for: uneven tone, sun-related patchiness, and the dark marks left behind by spots or irritation.

What these products are: the Multi Vita Radiance serum and cream are registered in Korea as functional whitening cosmetics, and **niacinamide is the active that registration rests on**. That is a real, licensed claim and we are happy to make it.

What they are not: a treatment for melasma or any diagnosed pigmentary disorder. Melasma in particular is stubborn, hormone-driven and prone to rebound — a dermatologist has options a cosmetic does not.

The step that decides everything

Pigment is a UV problem before it is a skincare problem. In a country with a UV index over 11 for much of the year, **daily sun protection is not one step among six — it is the step**. Everything below works, and none of it out-runs an unprotected afternoon.

- **ULTRA SHIELD SPF 50+ PA++++ · AED 250** — the higher rating, fragrance-free, with **niacinamide 2%** in the base.
- **MULTI SUN SPF 40 PA++ · AED 210** — lighter finish, fragranced, and it contains **octinoxate 7.5%** if that is something you avoid.

Morning

1. Cleanse

SNOW O₂ CLEANSER · AED 330

Foaming, no rubbing, lukewarm rinse.

2. Hydrating toner

SNOW BOOSTER · 150 ml or 200 ml · AED 260

Betaine at 3% is the figure on this card — a humectant, not a brightener. It preps the skin; it does not act on pigment, and we are not going to imply it does.

3. The brightening step

MULTI VITA RADIANCE SERUM · 30 ml · AED 330

The carton prints the dose of every vitamin in it, which is unusual and worth using: **niacinamide 20,000 ppm** (2%), **panthenol 10,000 ppm**, **3-O-ethyl ascorbic acid 1,000 ppm**, tocopherol 300 ppm, then eleven more vitamins at a part per billion and below.

Note the vitamin C form: it is **ethyl ascorbic acid**, a stable derivative, not L-ascorbic acid. It does not oxidise the way pure vitamin C does, which is why the serum is not sold in an opaque airless pump.

4. Sunscreen

See above

Reapply if you are outdoors for any length of time.

Evening

Cleanse, treat, seal

MULTI VITA RADIANCE CREAM · 50 g · AED 290

Same **niacinamide at 2%** as the serum — and this is the one certificate in the range that assays its active rather than declaring it, finding **2.04%** on the batch tested.

Carried in **13% macadamia oil**, so it is a richer finish than the serum. The orange tint is astaxanthin at **10 ppm** — that is the colour, not the engine.

Weekly, if your skin tolerates it

EPI TURNOVER BOOSTING PEELING GEL · AED 250

Cellulose 3% with an enzyme. It lifts dulling surface debris. It contains no AHA and no BHA, so it will not accelerate turnover the way an acid would.

What is actually in these products

The Multi Vita cartons print their own vitamin doses, which almost no cosmetic does. Here they are, alongside the ingredients customers most often assume are present.

INGREDIENT	WHERE IT IS, AND HOW MUCH	WORTH KNOWING
Niacinamide	MV Serum 2% · MV Cream 2% , assayed at 2.04%	The functional active behind the Korean whitening registration
Ethyl ascorbic acid	MV Serum 1,000 ppm	A stable vitamin C derivative — not L-ascorbic acid
Ascorbic acid	MV Cream 0.01%	Present, at trace
Panthenol	MV Serum 1%	A genuine dose, and rarely mentioned
MELAZERO	MV Serum — loquat 0.04% , spearmint 0.01%	A real branded complex, at trace
Astaxanthin	MV Cream 10 ppm	The orange colour of the cream
Betaine	Snow Booster 3%	A humectant. Snow Booster is a hydrating step, not a brightening one
Arbutin	Not in any product in this routine. It is in the EyeCell Eye Contour Cream and the Blemish Balm, at 2%	Named here before, in two products that do not contain it

A correction to our own earlier advice

An earlier version of this protocol credited the serum with **L-ascorbic acid** (it is ethyl ascorbic acid), and listed **arbutin** in the serum and in Snow Booster, **niacinamide** and **hyaluronic acid** in Snow Booster, and **AHA/BHA** in the peeling gel. **None of those is in the product it was attributed to.** Arbutin is a real GENOSYS active at 2% — in two other products.

Sets

ESSENTIALS	PRICE
MULTI VITA RADIANCE SERUM · 30 ml	330
ULTRA SHIELD SUN CREAM SPF 50+	250
Total	AED 580

FULL ROUTINE	PRICE
SNOW O ₂ CLEANSER	330
SNOW BOOSTER	260
MULTI VITA RADIANCE SERUM · 30 ml	330
MULTI VITA RADIANCE CREAM · 50 g	290
ULTRA SHIELD SUN CREAM SPF 50+	250
Total	AED 1,460

Prices include VAT. Orders over AED 1,000 ship free within the UAE.

What to expect, honestly: a more even surface tone and gradually softer marks, provided the sunscreen is genuinely daily. Existing pigment fades slowly and unevenly, and it returns with sun exposure. If you have been told you have melasma, treat this as supportive care around what your dermatologist prescribes. Orders over AED 1,000 ship free within the UAE.

GENOSYS Middle East FZ-LLC · official UAE distributor of GENOSYS Korean dermacosmetics since 2019 · genosys.ae
Concentrations quoted are from the manufacturer's signed formulas and certificates of analysis. Revised August 2026.