

GENOSYS Pigmentation & Brightening Treatment — Home Care Protocol

For: End users with hyperpigmentation, dark spots, melasma, or uneven skin tone

Climate: UAE (UV index 11+, extreme sun exposure, hormonal triggers)

Line: GENOSYS Multi Vita Radiance

Goal: Fade existing pigmentation, prevent new dark spots, achieve even, radiant skin tone

Understanding Pigmentation in the UAE Climate

The UAE's **extreme UV exposure (UV index 11+ year-round)** combined with **high heat** and **hormonal factors** creates ideal conditions for pigmentation:

- **UV index 11+** → constant melanin overproduction → dark spots, melasma, freckles
- **Hormonal triggers** → pregnancy, birth control, stress → melasma (mask of pregnancy)
- **Post-inflammatory hyperpigmentation** → dark marks left after acne, cuts, or irritation
- **Heat + UV** → increased melanocyte activity → faster pigment formation
- **AC cycling** → dehydrated skin → compromised barrier → increased UV sensitivity

The GENOSYS Multi Vita Radiance system targets pigmentation at multiple levels: inhibiting melanin production, accelerating cell turnover, and providing maximum UV protection to prevent new spots from forming.

Morning Routine (5 minutes)

STEP 1: GENTLE CLEANSE (1 MIN)

Product: SNOW O₂ CLEANSER — 330 AED

Apply to dry face. Let the oxygen bubbles form naturally — they lift impurities without stripping the skin barrier. For pigmentation-prone skin, maintaining a healthy barrier is critical: damaged skin is more susceptible to UV damage and pigment formation.

Rinse with **lukewarm water** (never hot — hot water can trigger inflammation that leads to post-inflammatory hyperpigmentation).

STEP 2: BRIGHTENING TONER (30 SEC)

Product: SNOW BOOSTER — 260 AED

Soak a cotton pad and sweep across the entire face, paying extra attention to pigmented areas. Contains: - **Niacinamide** — inhibits melanosome transfer to skin surface - **Arbutin** — natural brightening agent that blocks tyrosinase (melanin-producing enzyme) - **Hyaluronic acid** — hydrates without adding oil

Compress technique: For stubborn dark spots, hold a soaked pad on the area for 30 seconds to enhance penetration.

STEP 3: BRIGHTENING SERUM (30 SEC)

Product: MULTI VITA RADIANCE SERUM — 330 AED

Apply 2–3 drops to the entire face, concentrating on pigmented zones. This serum delivers concentrated brightening actives: - **Vitamin C (L-Ascorbic Acid)** — powerful antioxidant that prevents UV-induced pigmentation - **Niacinamide** — reduces existing dark spots and prevents new ones - **Arbutin** — gentle yet effective brightening without irritation

Wait 30 seconds for absorption before applying cream.

⚠️ **Apply serum to dry skin** — water can destabilize Vitamin C.

STEP 4: BRIGHTENING CREAM (30 SEC)

Product: MULTI VITA RADIANCE CREAM — 290 AED

Apply a thin, even layer. This cream provides: - **Sustained brightening** throughout the day - **Barrier protection** — healthy skin responds better to brightening treatments - **Lightweight hydration** — won't feel heavy under SPF

STEP 5: SUN PROTECTION — CRITICAL (30 SEC)

Product: ULTRA SHIELD SUN CREAM SPF 50+ PA++++ — 250 AED

Apply **generously** to face, neck, décolletage, and any exposed areas. **This step is absolutely non-negotiable for pigmentation:**

- Without SPF, brightening treatments are ineffective — UV exposure triggers more melanin than treatments can fade
- UV index 11+ means you need maximum protection (SPF 50+)
- Reapply every 2–3 hours if outdoors, or immediately after sweating/swimming

- For melasma, consider a **physical/mineral SPF** (zinc oxide, titanium dioxide) — these block UV more effectively than chemical sunscreens

⚠️ **SPF is your #1 pigmentation treatment** — no brightening serum can outpace UV-induced melanin production.

Evening Routine (5–7 minutes)

STEP 1: DOUBLE CLEANSE (2 MIN)

Products: - SKIN DEFENDER LIP & EYE MAKEUP REMOVER — 290 AED - SNOW O₂ CLEANSER — 330 AED

First cleanse: Makeup remover dissolves SPF, makeup, and pollution particles.

Second cleanse: Oxygen cleanser removes residual sunscreen and impurities.

Leftover SPF + pollution = free radical damage that triggers pigmentation. Always double cleanse, especially after a day in UAE sun.

STEP 2: EXFOLIATE — 2–3× PER WEEK (2 MIN)

Product: EPI TURNOVER BOOSTING PEELING GEL — 250 AED

Apply to **dry** skin. Massage in circular motions for 1–2 minutes. Dead skin cells ball up and are removed. This gentle chemical + physical exfoliation: - **Accelerates cell turnover** — brings brighter, newer skin cells to the surface faster - **Removes pigmented cells** — helps fade dark spots by sloughing off melanin-rich dead cells - **Improves product penetration** — allows brightening serums to work more effectively

⚠️ **Skip on nights when skin is irritated or sunburned.** Max 3× per week. Over-exfoliation damages the barrier and can worsen pigmentation.

STEP 3: BRIGHTENING TONER (30 SEC)

Product: SNOW BOOSTER — 260 AED

Same technique as morning. Evening application is especially effective — brightening actives work overnight without UV interference, and your skin's natural repair cycle is most active at night.

STEP 4: BRIGHTENING SERUM (30 SEC)

Product: MULTI VITA RADIANCE SERUM — 330 AED

Apply 3–4 drops (slightly more than morning). The serum works with your skin's natural overnight repair cycle to: - Repair UV damage from the day - Inhibit melanin production while you sleep - Fade existing pigmentation gradually

For stubborn spots, apply an extra drop as a spot treatment and gently pat in.

STEP 5: NIGHT CREAM (30 SEC)

Product: Choose based on your skin's needs:

- **MULTI VITA RADIANCE CREAM** (290 AED) — for continued brightening overnight
- **MOISTURE REPLENISHING HYALURON CREAM** (290 AED) — if skin feels dry or dehydrated
- **SKIN BARRIER PROTECTING CREAM** (450 AED) — if skin barrier is compromised (redness, sensitivity, stinging)

Seals in treatment actives and supports barrier recovery overnight. A healthy barrier is essential for effective brightening — damaged skin cannot respond properly to treatment.

Weekly Boost (Optional)

HYDRATING MASK — 1× PER WEEK

Product: PEPTIDE GEL MASK — 380 AED

Even pigmentation-focused routines need hydration. Apply after toner, leave 15–20 minutes, rinse. Well-hydrated skin has better barrier function and responds more effectively to brightening treatments.

MICROBIOME SUPPORT — DAILY

Product: MICROBIOME ENERGY INFUSING MIST — 160 AED

Spray 2–3 times from 20 cm throughout the day. A healthy skin microbiome supports barrier function and reduces inflammation that can trigger post-inflammatory hyperpigmentation.

Key Active Ingredients

Ingredient	Role	Found In
Vitamin C (L-Ascorbic Acid)	Powerful antioxidant, prevents UV-induced pigmentation, brightens existing spots	MULTI VITA RADIANCE SERUM
Niacinamide (Vitamin B3)	Inhibits melanosome transfer, reduces dark spots, regulates sebum	SNOW BOOSTER, MULTI VITA RADIANCE SERUM, MULTI VITA RADIANCE CREAM
Arbutin	Natural brightening agent, blocks tyrosinase enzyme, gentle on skin	SNOW BOOSTER, MULTI VITA RADIANCE SERUM

Ingredient	Role	Found In
AHA/BHA (from Peeling Gel)	Accelerates cell turnover, removes pigmented dead cells, improves penetration	EPI TURNOVER BOOSTING PEELING GEL
Hyaluronic Acid	Hydrates without oil, supports barrier function	SNOW O ₂ CLEANSER, SNOW BOOSTER, CREAM

Recommended Product Sets

ESSENTIAL — "BRIGHT START" SET

Few dark spots, slight uneven tone, early sun damage

Product	Price
MULTI VITA RADIANCE SERUM	330 AED
MULTI VITA RADIANCE CREAM	290 AED
EPI TURNOVER BOOSTING PEELING GEL	250 AED
Set Total	870 AED

COMPLETE — "FULL BRIGHTENING" SET


Multiple dark spots, melasma patches, noticeable uneven tone

Product	Price
MULTI VITA RADIANCE SERUM	330 AED
MULTI VITA RADIANCE CREAM	290 AED
EPI TURNOVER BOOSTING PEELING GEL	250 AED
POWER SOLUTION SWS	580 AED
Set Total	1,450 AED

PROFESSIONAL — "INTENSIVE RESET" SET

Extensive melasma, deep dark spots, post-inflammatory hyperpigmentation

Product	Price
MULTI VITA RADIANCE SERUM	330 AED
MULTI VITA RADIANCE CREAM	290 AED
EPI TURNOVER BOOSTING PEELING GEL	250 AED
POWER SOLUTION SWS	580 AED
EZ CO ₂ MASK KIT	460 AED
Set Total	1,910 AED


 **Tip:** Orders over 1,000 AED qualify for free shipping on genosys.ae

Common Mistakes to Avoid

1. **Skipping SPF** — This is the #1 mistake. Without SPF, brightening treatments cannot outpace UV-induced melanin production. UV index 11+ means you need SPF 50+ every single day, even indoors (UVA penetrates windows).
2. **Using too many actives at once** — Layering multiple brightening products can irritate the skin, causing inflammation that leads to MORE pigmentation. Stick to one brightening serum per routine.
3. **Expecting instant results** — Pigmentation takes 8–12 weeks to fade significantly. Melanin is deep in the skin and requires consistent treatment to remove. Be patient.
4. **Over-exfoliating** — Using peeling gel more than 3× per week damages the barrier, increases UV sensitivity, and can worsen pigmentation. Less is more.
5. **Not reapplying SPF** — SPF degrades after 2–3 hours, especially in UAE heat and humidity. Reapply every 2–3 hours if outdoors, or immediately after sweating.
6. **Using harsh scrubs** — Physical scrubs can cause micro-tears that trigger post-inflammatory hyperpigmentation. Use gentle chemical exfoliants (peeling gel) instead.
7. **Skipping double cleanse** — Leftover SPF and pollution particles cause free radical damage that triggers pigmentation. Always double cleanse in the evening.
8. **Ignoring barrier health** — Damaged skin barrier cannot respond to brightening treatments. If skin is red, stinging, or sensitive, focus on barrier repair first (BARRIER REPAIR CREAM) before resuming brightening.

Expected Timeline

Week	What to Expect
Week 1–2	Skin feels smoother, slight brightening, possible mild tingling (normal with Vitamin C)
Week 2–4	Initial fading of newer dark spots, skin tone appears more even, texture improves
Week 4–6	Noticeable lightening of moderate pigmentation, melasma patches begin to fade
Week 6–8	Significant improvement in overall brightness, deeper spots start to lighten
Week 8–12	Major fading of pigmentation, even skin tone achieved, maintenance phase begins

 **Important:** Pigmentation treatment requires consistency. Results are gradual — expect 2–4 weeks for initial improvement and 8–12 weeks for significant fading. Continue SPF daily to prevent new spots from forming. For melasma, results may take 12–16 weeks due to hormonal factors.

UAE-Specific Tips

- **Reapply SPF every 2–3 hours** — UV index 11+ degrades SPF faster. Set a phone reminder if you're outdoors frequently.
- **Avoid peak sun hours (11 AM–3 PM)** — Even with SPF, minimize direct sun exposure during peak UV hours. Use hats, sunglasses, and seek shade.
- **Use physical SPF for melasma** — If you have melasma (mask of pregnancy), consider a mineral/physical SPF (zinc oxide, titanium dioxide) instead of chemical SPF. Physical blockers are more effective for melasma.
- **SPF even indoors** — UVA rays penetrate windows and car windshields. Apply SPF even if you're spending the day indoors or driving.
- **Protect your décolletage** — The chest area is often forgotten but receives significant sun exposure. Apply SPF to neck and décolletage daily.
- **Stay hydrated** — Dehydrated skin has a compromised barrier and is more susceptible to UV damage. Drink 2–3 liters of water daily.
- **Wear UV-protective clothing** — When possible, wear long sleeves, wide-brimmed hats, and UV-protective fabrics for additional protection.
- **Monitor hormonal changes** — If pigmentation worsens with hormonal changes (pregnancy, birth control, stress), consult a dermatologist. Melasma often requires medical intervention in addition to home care.

