



# MELASMA

THE ULTIMATE GUIDE



Most people associate clear, even-toned, radiant skin with health and beauty. In contrast, dark patches on skin are perceived as a sign of skin damage or aging. As a result, many women struggling with melasma may feel embarrassed or ashamed, which can affect their self-confidence and make them self-conscious.

At Charette Cosmetics, we are dedicated to restoring our patients' self confidence in their appearance, so they look and feel their best. We have conducted thorough research to offer our patients the safest and most effective treatments for melasma, a skin condition that can be notoriously difficult to improve. From skincare products to med spa services, Charette Cosmetics understands the frustrations of melasma and we are here to help.



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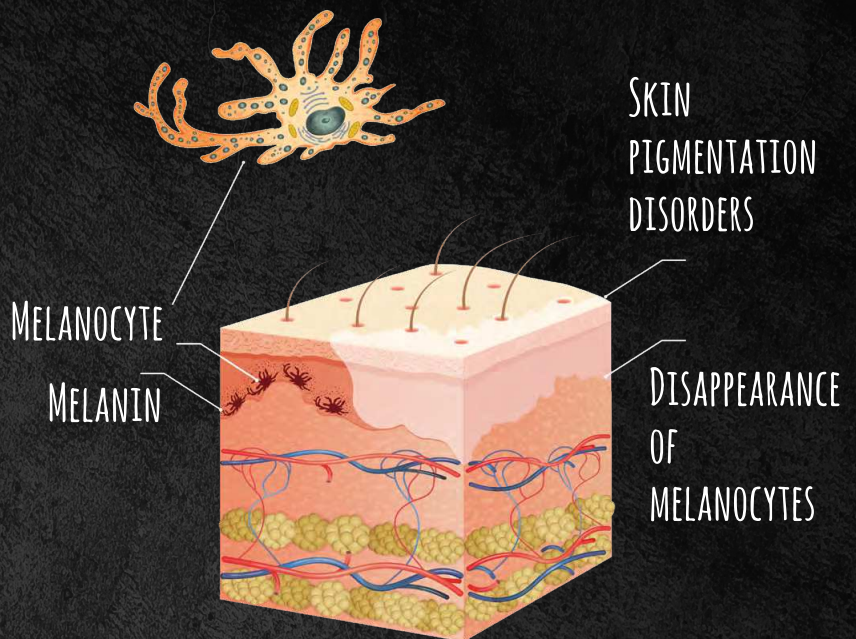
# WHAT IS MELASMA?



Melasma is a common skin condition characterized by dark, discolored patches on the face, typically on the cheeks, forehead, upper lip, and nose. The appearance of melasma can vary, but it typically presents as symmetrical, well-defined, dark or brown patches on the skin. The patches can be light or dark in color and may have a tan, brown, or grayish hue. They may be smooth or slightly raised and can be irregular in shape. Melasma is more common in women than in men.

Melasma can be mild or severe, and the affected skin may look patchy or blotchy. It can be difficult to distinguish from other types of hyperpigmentation, like age spots or sun damage, so it is important to consult with a qualified healthcare professional for a proper diagnosis before starting treatment.

This condition is more prevalent in people with darker skin tones, as they are more susceptible to hyperpigmentation.





# WHAT CAUSES MELASMA?

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While the exact cause of melasma is unknown, it can be triggered by a variety of factors like sun exposure, hormonal changes, ethnicity and genetics. The severity and persistence of melasma can vary from person to person, and some people may experience spontaneous resolution, while others may struggle with the condition for years.

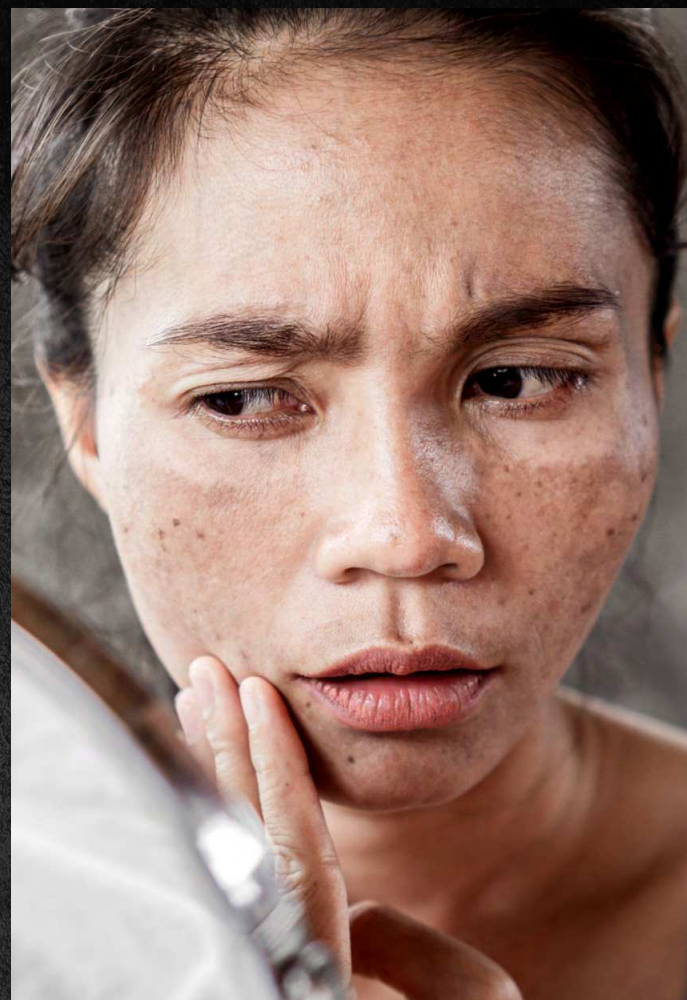
It is important to note that not everyone who has these risk factors will get melasma, and that other factors may also play a role in the development of melasma. Here are some of the factors that may increase the risk of developing melasma:

## GENDER

Women are more likely to develop melasma than men, particularly during pregnancy, when hormonal changes can trigger the condition.

## ETHNICITY

Melasma is most common in individuals with dark or olive skin tones, including those of Hispanic, Asian, Indian, Middle Eastern, or African descent.





## AGE

Melasma can affect people of any age, but it is more commonly seen in middle-aged women.

## SUN EXPOSURE

Exposure to the sun can make melasma worse, so individuals who spend a lot of time in the sun, or who live in sunny climates, are at a higher risk of developing melasma.

## HORMONAL CHANGES

Hormonal changes, such as those that occur during pregnancy or while taking hormonal contraceptives, can increase the risk of developing melasma.



## FAMILY HISTORY

Melasma is more likely to occur in individuals with a family history of the condition.

## CERTAIN MEDICATIONS

Some medications, such as birth control pills and hormone replacement therapy, can increase the risk of melasma.

## INFLAMMATION

Inflammation in the skin can trigger the overproduction of melanin, which can result in melasma.





# WHAT IS THE DIFFERENCE BETWEEN MELASMA AND HYPERPIGMENTATION?

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Hyperpigmentation and melasma are both skin conditions that can result in discoloration or darkening of the skin. However, there are some key differences between the two conditions.

Hyperpigmentation refers to an increase in the amount of melanin in the skin, which can cause dark patches or spots. Hyperpigmentation can occur as a result of sun exposure, aging, hormonal changes, or injury to the skin. The condition is generally more uniform in appearance and can occur anywhere on the body.

Melasma is a specific type of hyperpigmentation that affects the face. It tends to appear as dark, irregularly shaped patches. Melasma is often related to hormonal changes, such as pregnancy or use of birth control pills, and can be made worse by sun exposure. Melasma is typically more symmetrical in appearance and is often located on the cheeks, nose, forehead, and upper lip.

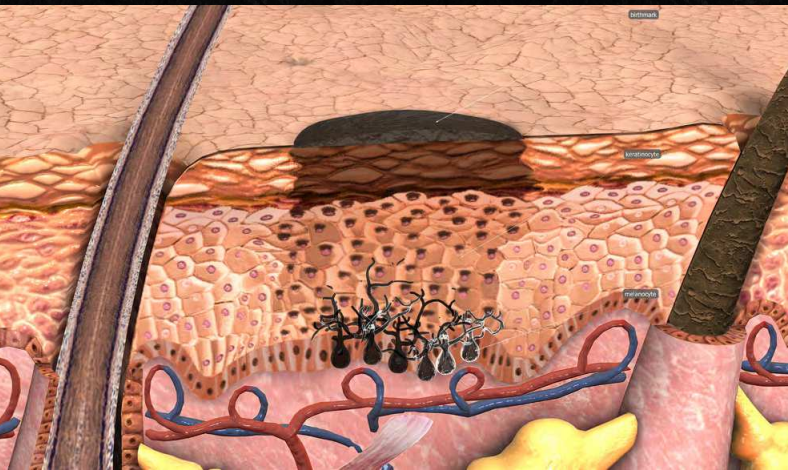


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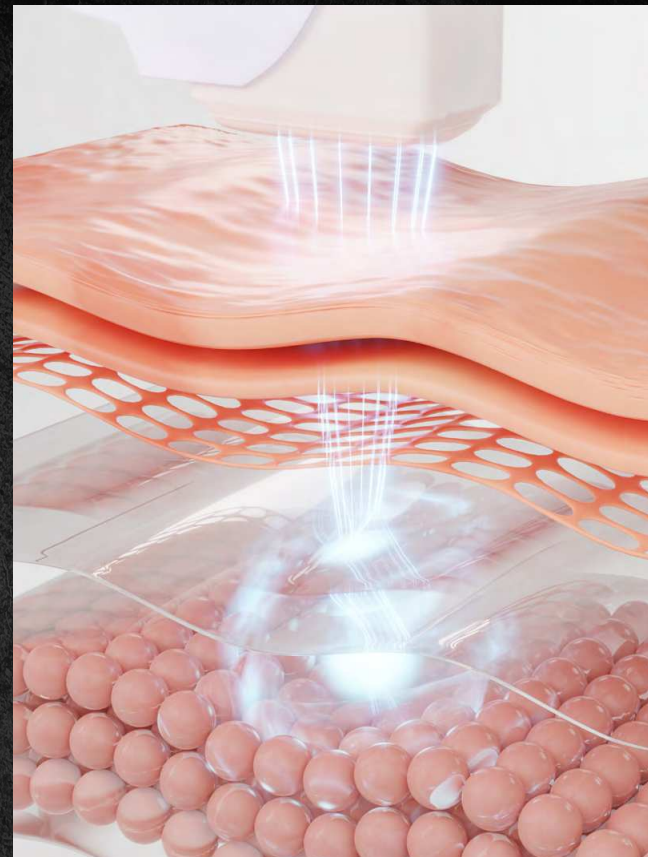
# CAN MELASMA BE TREATED?



Even though melasma is a chronic skin condition that can be difficult to treat, it is possible to fade the dark patches. By diminishing the dark patches of skin, the skin tone looks more even. However, even with treatment it may not be possible to completely eliminate melasma.

When it comes to treating melasma and fixing hyperpigmentation, the path can be challenging because melasma is a complex condition that requires a comprehensive approach. While there are a variety of treatments available, including topical creams, laser therapy, and chemical peels, it is important to choose a product or service that is specifically designed to address the underlying causes of melasma.

Plus, it is important to understand that no single treatment is guaranteed to provide permanent results. In some cases, melasma can recur after treatment, even after successful fading of the patches. This is why women from around the world trust Charette Cosmetics with their melasma concerns. Together we will develop a long-term skin care plan that can help prevent reoccurrence and maintain the results of treatment.





# HOW MELASMA IS TREATED IN DARKER SKIN TONES

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Melasma can be challenging to treat, especially for individuals with dark skin tones because they already have more melanin in their skin naturally. However, there are some treatments that may be effective for individuals with dark skin tones:

## HYDROQUINONE

Hydroquinone is a skin-brightening agent that can be effective in treating melasma. It works by inhibiting the production of melanin, which is the pigment that gives color to the skin. Hydroquinone is available in over-the-counter and prescription strengths, and can be used in a cream or serum form.

## CHEMICAL PEELS

Chemical peels can help to exfoliate the skin, remove dark spots, and promote the growth of new skin. Chemical peels can be effective in treating melasma, but they may be more likely to cause complications, such as scarring, in individuals with dark skin tones.



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## TOPICAL VITAMIN C

Vitamin C is a powerful antioxidant that can help to brighten and even out skin tone. Topical Vitamin C can be effective in treating melasma, but it may take several weeks or months to see results.

## SUNSCREEN

Sun exposure can make melasma worse, so it is important to use a broad-spectrum sunscreen every day to protect the skin. Sunscreen with a minimum SPF of 30 is recommended.

## MICRODERMABRASION

Microdermabrasion is a cosmetic procedure that uses a device to exfoliate the skin and remove dark spots. Microdermabrasion can be effective in treating melasma, but it may be more likely to cause complications, such as scarring, in individuals with dark skin tones.



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# IMPROVING MELASMA WITH CHARETTE COSMETICS

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What sets Charette Cosmetics apart from other med spas is that we can treat all skin types and all skin conditions with dramatic results. All of our services and products are safe for all skin types and skin tones. The difference with melasma patients vs hyperpigmentation patients is mainly in how quickly the pigment can be treated.

When treating melasma, the pigment is usually more prominent and also more likely to return post-treatment, so Charette Cosmetics takes a slightly different approach when treating those patients. For example, we often place our patients on the Pigmentation Pack before beginning other treatments because a more gradual approach is safer and more likely to avoid triggering the melasma skin response.

We offer the following med spa services and medical-grade skincare products for our melasma patients:

- ▲ Pigmentation Pack
- ▲ Repair + Restore Vitamin C Serum
- ▲ MelanX Level II Chemical Peel
- ▲ Celebrity Laser Facial
- ▲ Microneedling
- ▲ Morpheus8 Face
- ▲ PRP (Platelet-Rich Plasma)





# EASING MELASMA WITH CHARETTE COSMETICS' PIGMENTATION PACK

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The Pigmentation Pack by Charette Cosmetics is a go-to bundle of skincare products created to safely and effectively ease the look of melasma. At Charette, we often ask our melasma patients to begin using the Pigmentation Pack before

other treatments, so the skin is prepped for the brightening ingredients. Charette may also recommend that those patients remain on the Pigmentation Pack indefinitely to help reduce the likelihood that the pigment returns.



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# PIGMENTATION PACK | 6-PIECE SET

\$325<sup>00</sup>



## ILLUMINATE + PURIFY EXFOLIATING CLEANSER

With a combination of 2% Salicylic Acid, Lactic Acid and Hydroxyphenyl Propamidobenzoic Acid, Illuminate + Purify Cleanser aids in unclogging pores, opening clogged pores and removes surface oils. The ingredients in this gentle, exfoliating cleanser gives you smoother skin and helps to strengthen your skin's natural barrier. Plus, exfoliation helps with new skin turnover which is especially effective at easing the look of melasma over time.

## ACTIVATE + TONE ANTIOXIDANT MIST

With natural extracts like cucumber, rosemary and melon, Active + Tone Antioxidant Mist helps to improve your skin's complexion, reduce puffiness and swelling, and calms the skin with its anti-inflammatory properties. After your gentle cleansing routine, this cooling mist can be sprayed on your face in the morning and at night as part of your nighttime skincare regimen. Soothing the skin and easing inflammation is important when treating melasma to prevent future hyperpigmentation.

## NOURISH + SOFTEN MOISTURIZER

Charette Cosmetics created Nourish + Soften Moisturizing Lotion to be used morning and night, giving your face the hydration and protection it needs in a lightweight formula that feels soft and clean. This sheer, oil-free moisturizer smooths and tones skin with Witch Hazel and protects skin against moisture loss with Glycerin.



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## **PERFECT + PRESERVE SHEER SPF 50**

One of the most essential things you can do to ease melasma is protect your skin against the sun's harsh UV rays. Protect + Preserve is a lightweight, gentle sunscreen with SPF 50 for superior protection and supple, smooth skin. It helps to visibly brighten areas of blemishes and discoloration.

## **BRIGHTEN + ENLIGHTEN PRESCRIPTION PADS**

Charette Cosmetics formulated our Brighten + Enlighten Prescription Pads to correct uneven skin tone and ease visible discoloration due to pigmentation, which makes it an ideal product for our melasma patients. The natural ingredients protect against free radicals to give skin a healthy barrier for optimal protection.

## **REJUVENATE + REVERSE RETINOL SERUM**

Retinol has been touted for years as an anti-aging skincare product and it works wonders for easing the appearance of melasma.

Rejuvenate + Reverse Retinol Serum is formulated with an advanced encapsulated retinol that replenishes your skin, improves discoloration and protects against moisture loss. This product is helpful for melasma because it exfoliates on a cellular level to improve skin discoloration.





# EASING MELASMA WITH VITAMIN C SERUM

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Another product created by Charette Cosmetics that can help ease the look of melasma in less severe cases is **Repair + Restore Vitamin C Serum**. This product can be used as part of your routine skincare regimen to protect the skin against further damage that could result in hyperpigmentation. High potency 20% Vitamin C serum designed to improve the look of wrinkles, brightens skin's complexion, and support the microbiome, while the protective antioxidant system guards against free radical.





# MELANX LEVEL II CHEMICAL PEEL

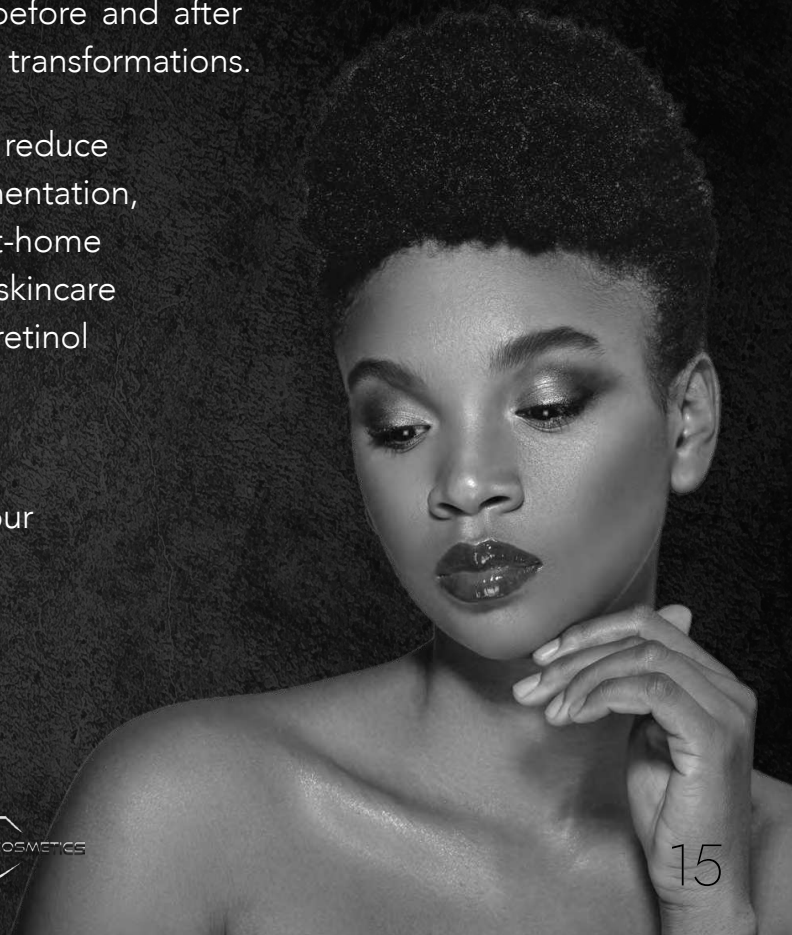


Our signature Level II MelanX Chemical Peel is a complete pigment-restoring system designed to help penetrate deep into the skin and speed up the body's natural process of sloughing off dead skin cells to reveal fresh, new skin. It lifts and fades unwanted dark spots and evens out skin tone.

For melasma patients, they often require more than one MelanX chemical peel to fully remove the pigment. Each treatment builds on the results of the previous one to help achieve the desired outcome and the end results are dramatic. Our clients have posted amazing before and after pictures on our website, so you can see the transformations.

MelanX is an intense chemical peel used to reduce dark spots, acne scars, sun spots, hyperpigmentation, melasma, and fine lines and wrinkles. This at-home use peel kit comes with a 25 day post-care skincare regimen that includes a brightening cream, retinol serum, soothing balm and facial cleanser.

To ensure optimal results, this at-home chemical peel is done virtually with one of our trained licensed medical professionals. After purchasing the product, you will be guided virtually through an evaluation to make sure this product is ideal for your skin type and hyperpigmentation goals.



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# CELEBRITY LASER FACIAL

A client favorite that improves hyperpigmentation is Charette Cosmetics' Celebrity Laser Facial. This specialized facial gently and safely heats the skin to stimulate collagen production for a healthy, youthful glow.

Results are achieved by heating the dermis, which is a deep layer of skin where collagen production occurs. Collagen is responsible for helping skin look younger, plumper and healthier with fewer visible fine lines and wrinkles. Stimulating collagen production triggers the body's natural healing and renewing process. This improves tone and texture, as well as redness, scarring and the appearance of large pores.

The Laser Genesis is non-invasive and non-ablative meaning there's no recovery or downtime. Plus, it is safe and effective for all skin tones. The main benefits include improved tone and texture and a visible correction of pigmentation and scarring. It also hydrates the skin and eases redness, giving a more even, healthier complexion.





# MICRONEEDLING

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A terrific treatment to improve conditions like hyperpigmentation, scars, sun damage and fine lines and wrinkles is microneedling.

**Microneedling** is a professionally-administered, skin-rejuvenating procedure that triggers collagen production for healthier, better-looking skin.

During microneedling, tiny stainless steel needles are painlessly rolled or stamped onto the skin to produce controlled, micro-injuries. Just like fatigued muscles grow stronger as they heal, so does the skin tissue as it heals these tiny punctures. As these wounds heal over the coming days and weeks, the skin becomes smoother, plumper, and more youthful. These open channels allow specific serums and ingredients used during the treatment to penetrate deeper into the skin for optimal results.

For melasma patients, microneedling improves discoloration and hyperpigmentation, reduces the look of acne scars and enhances the skin's texture.





# MORPHEUS8 FACE

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This treatment is ideal for correcting the look of hyperpigmentation. **Morpheus8 Face** is a next-level RF microneedling treatment that pairs next-level technology with precise energy delivery. The procedure creates smoother, better-contoured skin that's firmer and more youthful-looking with less noticeable hyperpigmentation.

Similar to traditional microneedling, RF microneedling creates controlled micro-injuries within the skin to produce new collagen. It does this with the combination of microneedling and radiofrequency energy. The procedure uses tiny, gold-plated needles that safely and painlessly pierce the skin to create microchannels. These channels allow the radiofrequency energy to be delivered deep into dermal layers. In addition to creating new collagen for firmer skin, Morpheus8 also treats more stubborn spots like the jawline and neck.

For melasma patients, Morpheus8 Face enhances collagen production, diminishes the look of hyperpigmentation and eases acne scars.





# PRP (PLATELET-RICH PLASMA)

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Today, the power of cellular therapy is within reach to treat cosmetic concerns like hyperpigmentation and at Charette Cosmetics, our clients are thrilled with the transformative results. We are pleased to offer **Platelet-Rich Plasma**, one of the most natural and revolutionary treatments available.

The science behind PRP's regenerative properties has been touted by the medical community for a long time and used in a variety of cellular therapies to treat the body, from healing injuries to promoting surgery recovery. More recently, we have discovered that PRP works wonders when it comes to reversing the signs of aging, easing hyperpigmentation and improving skin tone and texture.

Since platelet-rich plasma naturally occurs in the body, PRP is obtained by simply drawing blood from your arm. The blood is then placed in a centrifuge to separate red blood cells from plasma, the liquid that helps spread blood through your body. The plasma is the most valuable part of the blood for regeneration purposes because PRP growth factors go to work immediately to improve your skin, almost from the inside-out. As an added bonus for your skin, the platelets' collagen-stimulating effects continue long after the procedure.

For melasma patients, PRP benefits include tighter skin and improved skin tone, a natural brightness to the skin and improved skin tone.





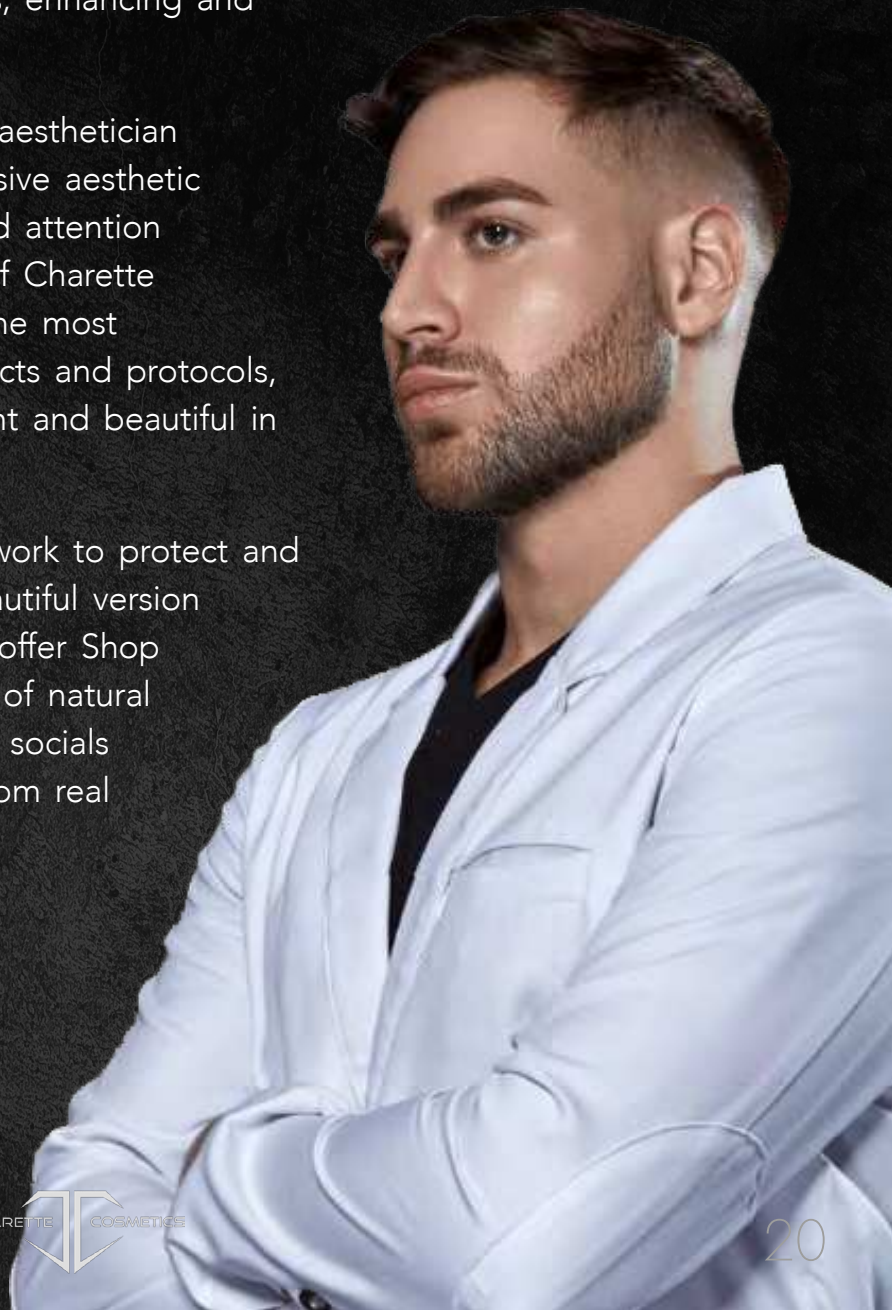
# WHY CHOOSE CHARETTE COSMETICS TO TREAT MELASMA

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Charette Cosmetics brings a whole new approach to the world of cosmetic treatments including products designed to ease the appearance of melasma. Our innovative techniques and tailored approach allow us to address your skin concerns, enhancing and revitalizing your self-confidence.

Founded by Paul Charette, a medical aesthetician and cosmetic practitioner, Paul's extensive aesthetic education, unparalleled techniques and attention to detail are evident in every aspect of Charette Cosmetics. His dedication to finding the most advanced and effective skincare products and protocols, is what makes our clients feel confident and beautiful in their skin.

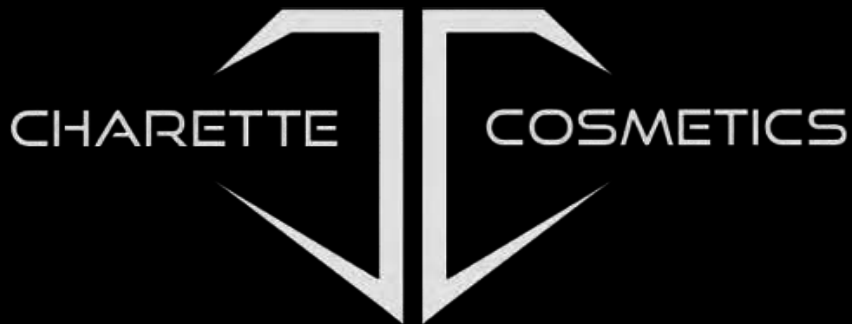
Our medical-grade skincare products work to protect and treat your skin, revealing the most beautiful version of yourself. For your convenience, we offer Shop Pay and Google Pay. Shop our lineup of natural products online or connect with us on socials to see amazing skin transformations from real customers.



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## GET STARTED WITH CHARETTE COSMETICS

If you're ready to rejuvenate your skin and make it look young, fresh, healthy, and glowy, now is the time to book a consultation with Charette Cosmetics. A one-on-one consultation with our experienced aestheticians will determine the best treatment for you. We can also customize a package specific to your skincare needs so that you can obtain the best results possible.

Schedule a consultation or book your appointment today!

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