

elure's Natural Formulation Provides Effective Topical Lightening Solution for All Skin Types

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Patients seeking skin lightening treatment are often frustrated by skin irritation resulting from topical medicines or the need for multiple, uncomfortable chemical peel or laser procedures. These adverse effects have patients seeking efficacious options without the discomfort and risks.

As Lori Brightman, M.D., a board certified dermatologist with The Laser & Skin Surgery Center of New York (New York, N.Y.), pointed out, "Many of my patients have experienced irritation or the need for long-term use with hydroquinone-based products." She now offers elure™ Advanced Skin Lightening Technology from Syneron, Inc. (Irvine, Calif.), as an alternate treatment.

The elure topical product line is based on the proprietary enzyme Melanozyme™ – Syneron's patented version of the naturally occurring enzyme lignin peroxidase (LIP). The product works by breaking down the durable melanin compound within the skin. While other skin lightening treatments work to block melanin biosynthesis, preventing its formation, elure's active ingredient reduces melanin in the upper layers of the epidermis.

"I find elure most useful for patients who have diffuse photodamage. It gives a more even tone and a brighter appearance to the skin," noted Dr. Brightman. "I also recommend elure for use with melasma patients. Many have responded to elure alone. For others, I use elure in conjunction with other treatments, targeting the melanin in two different ways. For example, if a patient can tolerate it, I may prescribe hydroquinone in the evening and elure in the morning to reduce existing pigment."

Another attractive feature of elure Advanced Skin Lightening products is the fast-acting results. "I find that several

of my patients notice quicker reduction of pigment with elure in comparison to other topicals," Dr. Brightman said. "Also, with other, medicated topicals, many patients need to take breaks in between treatments; adding to the amount of time before positive results are observed."

With easy, home-based application, the elure treatment protocol begins with the Advanced Facial Wash, followed by application of the Melanozyme from the patient's choice of either the Advanced Lightening Lotion or Advanced Lightening Night Cream. Lastly, the Activator is applied to initiate the skin lightening process. After one hour, the product can either be removed or allowed to remain on the skin without fear of irritation. On average, when applied twice a day, results are seen within one month. When treatment is discontinued, results are generally sustained for about three weeks.

Dr. Brightman uses elure on all skin types including Fitzpatrick skin types II-IV and has not encountered, "a difference in rate of response or percentage of patients with different skin types responding. Furthermore, I have not experienced any episodes of irritation," she noted. "Irritation and, although rare, ochronosis, are issues associated with extended hydroquinone use. I have actually seen two patients referred to me after very long-term use of hydroquinone with the ochronosis diagnosis. It is sad to see how this affects the patient's self esteem. They do not want to show their face. I like the fact that I do not have such a risk with elure."

"The majority of my patients have been quite satisfied with their results," added Dr. Brightman. "Particularly those who've had no response to other treatments or who found other skin lighteners too irritating. They are happy to see improvement without skin irritation issues."



Before Tx



After elure Tx

Photos courtesy of Syneron & Candela