



BEAUTIFUL FACE

BEAUTIFUL BODY

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## SKIN-LIGHTENING PRESS RELEASE – SUMMER 2004

For Immediate Release

### **JAPANESE MUSHROOMS USED TO LIGHTEN DISCOLORED SKIN**

*Kojic Acid suppresses pigmentation to lighten age spots, freckles, pregnancy mask, and other types of skin discoloration.*

Salt Lake City, UT – Time spent in the sun takes its toll on the human skin in many ways. One of those ways is the development of pigment spots and skin discoloration on the face, neck, back, shoulders and hands. Research has shown that Kojic Acid, a naturally derived skin lightener produced from Japanese mushrooms, can be an effective lightening agent that inhibits the production of melanin. It is the accumulation of melanin that causes dark skin color and age spots. Melanin is produced in the body by the conversion of the amino acid Tyrosine. This conversion requires the enzyme known as tyrosinase. Kojic acid interferes with the action of tyrosinase and blocks the conversion of tyrosine into melanin. The result: the upper layer of targeted skin – freckles, age spots, and general skin discoloration - is lightened.

Most skin lightening products contain hydroquinone, a synthetic skin-bleaching ingredient. There are stability issues with this ingredient, and because of safety concerns involving hydroquinone, products containing it have been banned in many European countries and its approved concentration in North America has been limited to 2%. These concerns have motivated the M'lis Company to formulate a lightening serum without hydroquinone, using instead a naturally-derived skin lightener. Kojic Acid was discovered in Japan in 1907, is widely consumed in the Japanese diet and is believed to improve health, in addition to its lightening benefits. It is combined with Vitamins C, E, and Green Tea Extract to act as antioxidants and benefit the skin.

M'lis Lighten can be used on any skin type. It would be useful to exfoliate periodically before application, to remove dead cells and oily residues. M'lis SCRUB for the face or BUFF for the body are recommended for this purpose. Improvement can be seen within the first few weeks of use. To maintain results, wear sunblock and try to cover exposed areas when out in the sun.

For more information, contact the M'lis Company at 800-548-0569, or visit the M'lis Company website at [www.mliscountry.com](http://www.mliscountry.com).