


*Hydroquinone has finally met its match.*

elure

Natural Radiance. Pure Beauty.

# IT'S OFFICIAL.

## *elure*™ BRIGHTENS LIKE 4% HYDROQUINONE—

*plus it's PROVEN FASTER, SAFER & SUPERIOR in overall skin aesthetics.*




***elure*** **is the only clinically proven range of skin brightening products developed with the natural enzyme formulation Melanozyme™ to break down and diminish stubborn discoloration and dark spots while correcting uneven skin tones for all skin types.**

## Different process. Amazing results.

### 4% hydroquinone

***suppresses production of uneven skin tone***

Over time, hydroquinone blocks the biosynthesis of melanin leading to the slower, more gradual decrease of dark spot production.



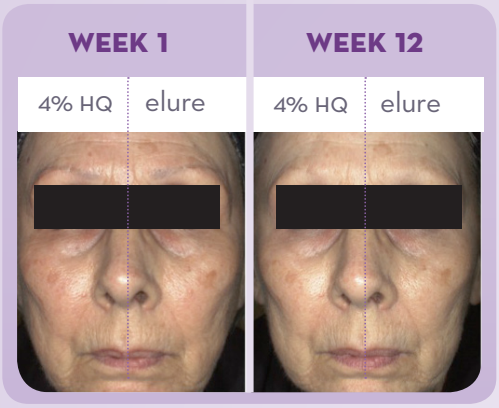
### elure

***breaks down existing uneven skin tone***

Through a faster, more direct approach, elure products, developed with the natural enzyme formulation Melanozyme, break down existing dark spots.

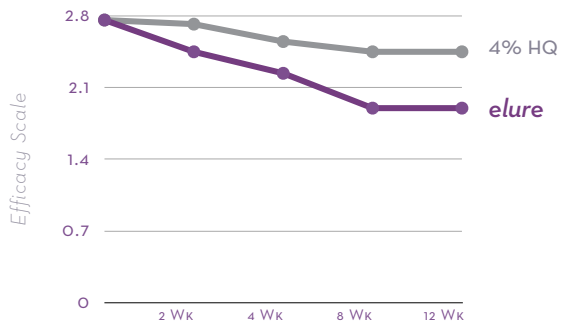
# Clinical Split-Face Study Results

***In a recent clinical study of 29 women*** (ages 18-65 with skin types 1-5 and MASI score 1-4), ***elure™ went face-to-face with 4% hydroquinone with surprising results after 12 weeks.****



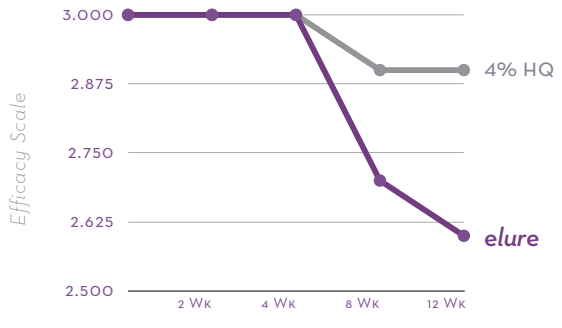

| | 4% HQ [Generic] | elure [with Melanozyme™] |
|---|---|---|
| Effective Brightening | ✓ | ✓ |
| Superior Radiance | | ✓ |
| Superior Texture | | ✓ |
| Superior Clarity | | ✓ |
| Superior Overall Appearance | | ✓ |

## Texture



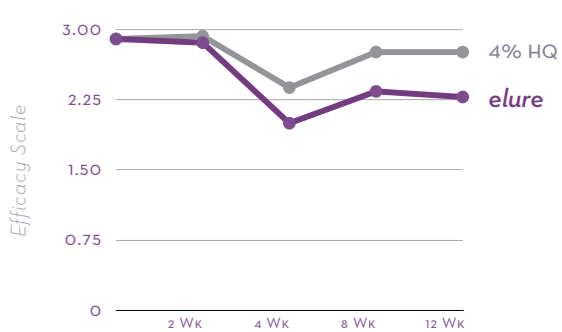

» *Superior Texture:* elure

## Lack of Radiance



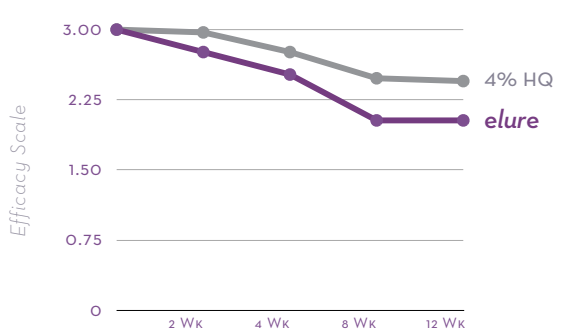

» *Superior Radiance:* elure

## Lack of Clarity




» *Superior Clarity:* elure

## Overall Appearance




» *Superior Overall Appearance:* elure

**Data on file, A Split-Face Evaluation of a Novel Pigment Brightening Agent Compared to No Treatment and Hydroquinone - Zoe Diana Draelos, MD*

# Patients and physicians are talking about elure™, *its brightening power and superior overall skin improvement.*




> *Based on the results obtained from the study, I was impressed not only to discover the comparative skin brightening results of elure against 4% generic hydroquinone, but also elure's added benefits in skin radiance, texture and clarity.*

***- Zoe Draelos, M.D.***

Consulting Professor, Duke University
School of Medicine
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***Face the facts*** and view the clinical study at ***elureskin.com*** or contact us at elure@syneron.com.

FACE the *facts*

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