

HYPERPIGMENTATION INNOVATION: MULTI-PATENTED MELASYL™  
THE NEW ACTIVE TO FIGHT  
HYPERPIGMENTATION LIKE NEVER BEFORE \*\*  
**MELA B3** 1WEEK VISIBLE RESULTS, ANTI-RELAPSE





As the number one dermatologist-recommended skincare brand worldwide<sup>1</sup>, La Roche-Posay knows that **hyperpigmentation is one of the most prevalent and complex skin conditions to treat**. The brand recently revealed the results of the first of its kind global epidemiological study, aiming to improve knowledge on pigmentation disorders for dermatologists. Around the world, 1 in 2 person suffers from pigmentary disorders and based on a study on over 48,000 participants in 34 countries<sup>2</sup>, we know that these conditions have a powerful impact on mental wellness, with sufferers attesting they feel less lovable, more discriminated against and even «dirty».

We understand that feeling of powerlessness when no solutions appear to exist. Driven by a desire to solve this growing worldwide concern, **La Roche-Posay today announces its greatest-ever pigmentation innovation** with a superior efficacy, proven to deliver results, proven to deliver results on **all skin tones from the first week**.

## NEW ACTIVE TO FIGHT HYPERPIGMENTATION LIKE NEVER BEFORE

Harnessing 18 years' worth of L'Oréal Research & Innovation, Melasyl™ is a unique multi-patented new molecule: a revolution in the fight against hyperpigmentation that works differently to traditional actives. It intercepts excess melanin before it marks the skin.



## INTRODUCING NEW MELA B3 SERUM

Co-developed with leading dermatologists and experts in hyperpigmentation from around the world, Melasyl™ is captured within **MELA B3** and paired with 10% Niacinamide also known as Vitamin B3, and other dermatological actives in a very comprehensive formula to simultaneously target all mechanisms involved in pigmentary disorders.

Today, La Roche-Posay shapes the future of hyperpigmentation with a new breakthrough innovation. With **MELA B3**, you can **fight hyperpigmentation like never before**.

1: The most frequently mentioned brand among the top three dermocosmetic brands recommended by dermatologists. Source: survey on the dermocosmetic market carried out by IQVIA and other partners (Ipsos, TNS) between September 2017 and August 2018 among dermatologists in 59 countries representing more than 80% of the worldwide GDP.  
2: Pigmentary disorders, prevalence, impact on quality of life, social stigmatization: results of the first large international survey.





**SOLAR LENTIGO**  
ALSO KNOWN AS AGE SPOTS OR SOLAR SPOTS, CLINICALLY DEVELOP AS FLAT, WELL-CIRCUMSCRIBED DARK BROWN PATCHES. FREQUENTLY APPEAR ON THE FACE AND ON THE DORSUM OF THE HANDS. THE PIGMENTATION IS NOT AFFECTED BY THE SEASONS.



**MELASMA**  
IT IS CHARACTERIZED BY LIGHT TO DARK BROWN HYPERPIGMENTATION. SYMMETRICAL DISPOSITION, IRREGULAR BORDERS. THE ZONES USUALLY INVOLVED IN ARE THE MALAR, THE FOREHEAD, AND THE UPPER LIPS. OFTEN WORSENS DURING SUMMER.



**PIH**  
POST INFLAMMATORY HYPERPIGMENTATION, RESULTS FROM OVERPRODUCTION OF MELANIN FOLLOWING INFLAMMATION. OFTEN THE CAUSES OF PIHP ARE ACNE, INFLAMMATORY DISORDERS, PROCEDURES. APPEAR AS IRREGULAR, HYPERPIGMENTED MACULES OR PATCHES IN THE DISTRIBUTION OF THE INITIAL INFLAMMATION OR INJURY.

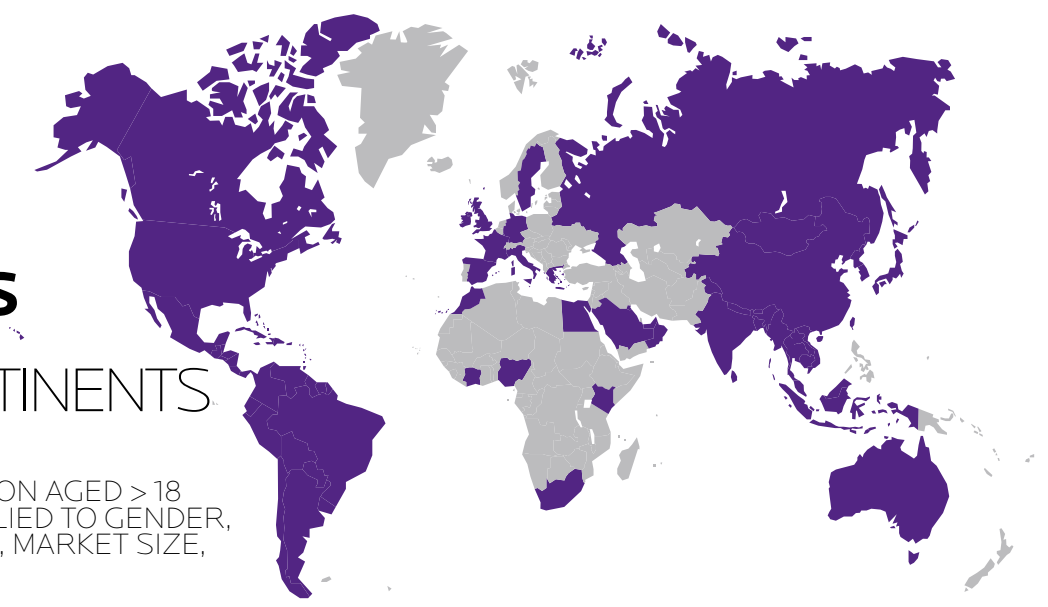
# PIGMENTARY DISORDERS, PREVALENCE, IMPACT ON QUALITY OF LIFE, SOCIAL STIGMATIZATION: RESULTS OF THE 1<sup>ST</sup> LARGE INTERNATIONAL SURVEY

Hyperpigmentation is an underestimated but growing concern among people all around the world- especially for people with darker phototypes<sup>3</sup>. **62% of dermatologists are already consulted for pigmentary disorders<sup>4</sup>**, and by 2040, 2/3 of humanity will have melanin-rich skin<sup>5</sup>.

**La Roche-Posay has revealed the first worldwide epidemiological study on pigmentary disorders.** The results on 48,000 people surveyed in 34 countries show that **pigmentary disorders are very common** within the general population worldwide **and strongly affect their quality of life.**

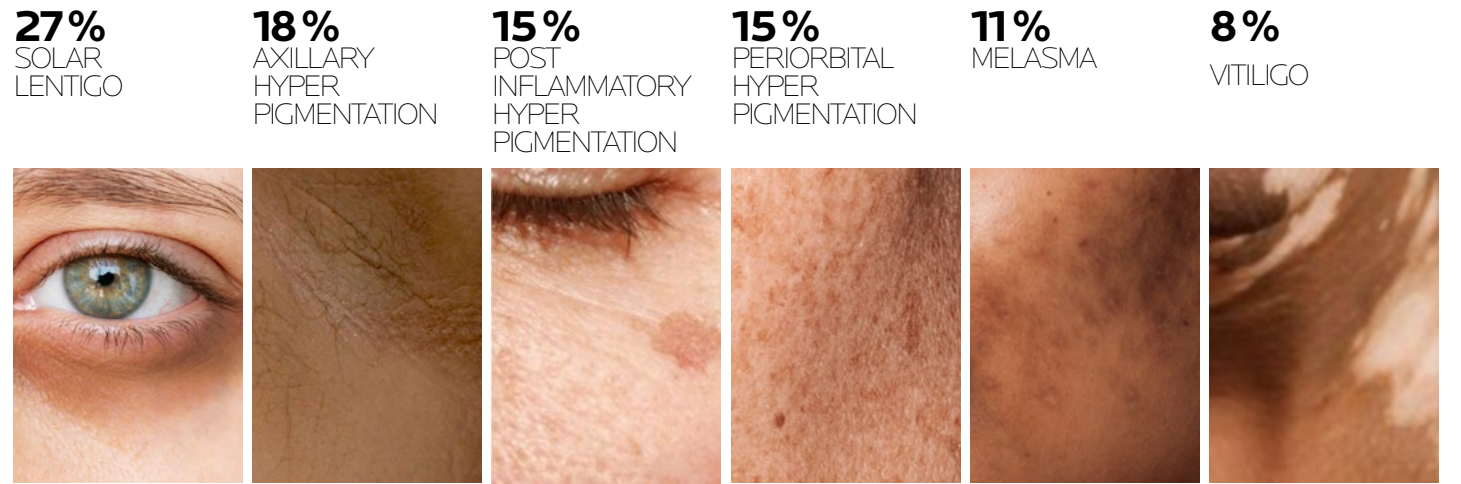
**HIGH PREVALENCE**  
**50%**  
REPORT AT LEAST ONE OF THESE PIGMENTATION DISORDERS

**48,000 PARTICIPANTS**  
**34 COUNTRIES**  
**FROM ALL CONTINENTS**

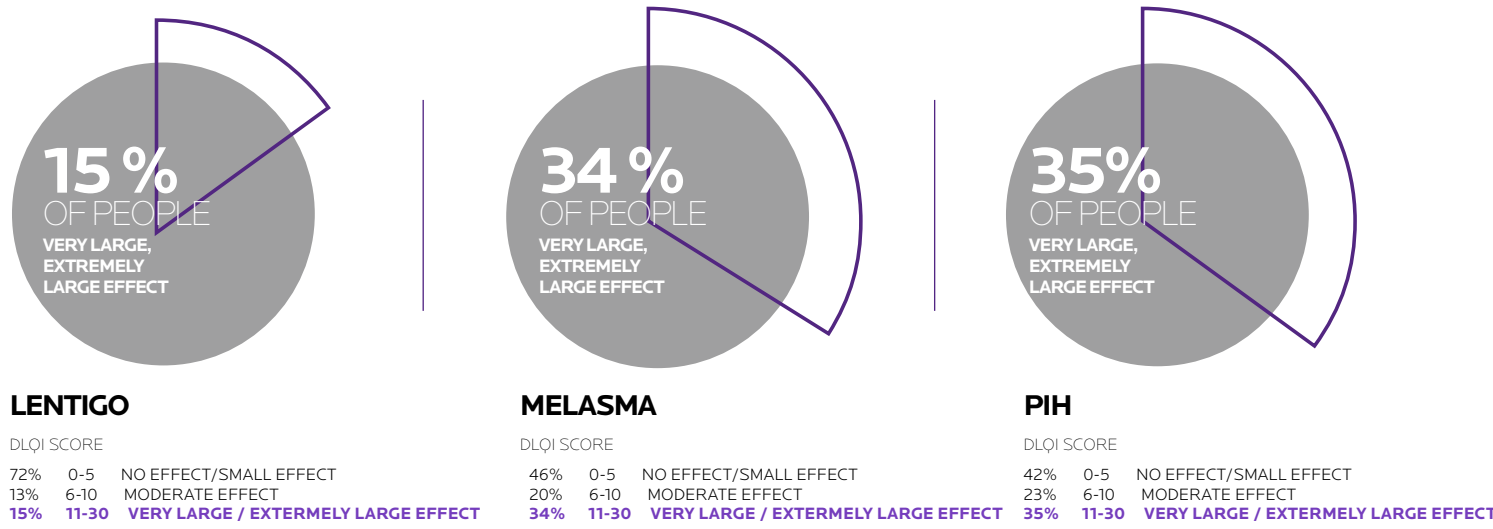


REPRESENTATIVE POPULATION AGED > 18 YEARS QUOTA METHOD APPLIED TO GENDER, AGE, OCCUPATION, REGIONS, MARKET SIZE, ETHNICITY AND CITIZENSHIP

DECEMBER 2022 TO FEBRUARY 2023



## REVELANT IMPACT VERY LARGE / EXTREMELY LARGE



3: Kantar 2022, Opportunités Mondiales dans les Pays Émergents.  
4: International Derm Barometer, wave 4, 2022.  
5: Internal calculation based on un demographic projection.





**STRONG SOCIAL  
STIGMATIZATION IMPACT**  
HOW PATIENTS PERCEIVE BEING  
SEEN AND TREATED BY THEIR  
LOVED ONES

**22%**

FEEL **LESS LOVED BY FAMILY,  
AND FRIENDS**

**19%**

FEEL THAT THEY HAVE BROUGHT  
**SHAME TO THEIR FAMILY AND  
RELATIVES**

**20%**

FEEL **PUSHED AWAY BY THEIR  
PARTNER**

**22%**

FEEL PEOPLE **VIEW  
THEM AS DIRTY**

**21%**

FEEL PEOPLE **AVOID SITTING  
NEXT TO THEM** ON PUBLIC  
TRANSPORTATION

**23%**

FEEL **TREATED DIFFERENTLY**  
DURING ADMINISTRATIVE  
PROCEDURES

**21%**

FEEL **DISCRIMINATED**  
AT WORK



**Conclusions:** this first large international survey on PD shows the high prevalence of PD worldwide and their significant impact on QOL and stigmatization, highlighting the need for photoprotection education.

Hyperpigmentation affects all ages and skin tones and presents in 3 main types: **lentigo** (sun and age spots), **melasma** (mainly associated with hormonal imbalances), and **post-inflammatory hyperpigmentation** (post-acne, post-procedure and post-scarring marks).

**LATE-BREAKING NEWS POSTER, WCD  
CONGRESS 2023** PIGMENTARY DISORDERS,  
PREVALENCE, IMPACT ON QUALITY OF LIFE,  
SOCIAL STIGMATIZATION: RESULTS OF THE 1<sup>ST</sup>  
LARGE INTERNATIONAL SURVEY

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# MELANIN: AN ESSENTIAL COMPONENT FOR BEAUTIFUL SKIN. IN EXCESS, IT CAUSES HYPERPIGMENTATION

Melanin is an **essential component of skin** which **protects our cells from harmful UV rays** and defines our skin's beautiful natural tone. However, an excess of melanin causes unevenness, unwanted discoloration and dark spots.

Excess melanin has a strong connection to **inflammation**. When inflammation occurs due to UV exposure, age, genetics, pollution or certain procedures, it stimulates melanin production. Oxidative stress caused by free radicals leads to chronic inflammation and the transfer of melanin to the skin surface. As it accumulates and persists, visible hyperpigmentation compromises skin tone and clarity.

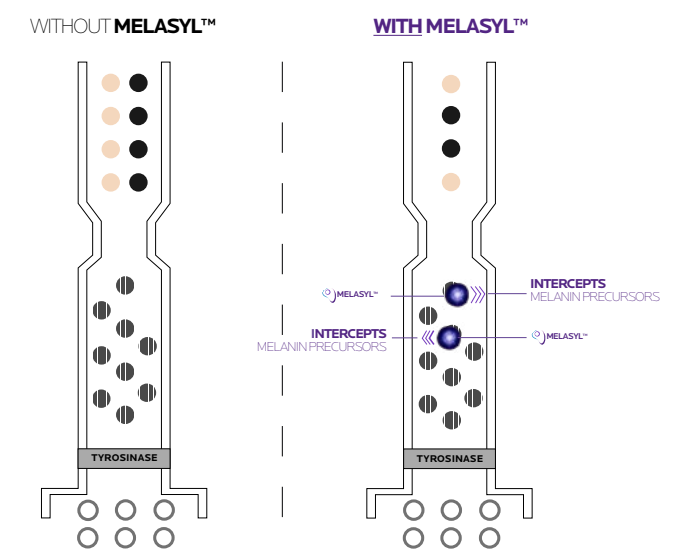
For this reason, **the best de-pigmentation solution is one that combines an anti-inflammatory and anti-pigmentation approach.**



## HYPERPIGMENTATION INNOVATION: MULTI PATENTED MELASYL™ THE NEW ACTIVE TO FIGHT HYPERPIGMENTATION LIKE NEVER BEFORE

**After 18 years of research** & the screening of over 100 000 molecules, La Roche-Posay discovered a full-spectrum active in pigmentation science. This **new molecule called Melasyl™** is multi-patented until 2036. It has a **unique mode of action**: for the first time, Melasyl™ **intercepts excess melanin before it marks the skin by trapping melanin precursors.**

It delivers superior anti-pigmentation efficacy on all skin tones, that has been proven versus 8 referent actives



CONTROL

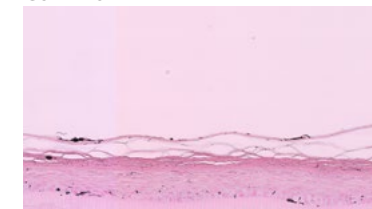


IMAGE: FM-DMSO-2(65)

MELASYL™ APPLICATION

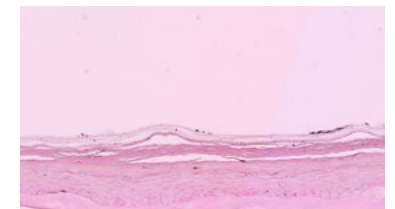


IMAGE: FM-NCA30-2(89)





# PIGMENTATION INSIGHTS Q&A

WITH DR ANDREW ALEXIS,  
DERMATOLOGIST

## 1. Why is hyperpigmentation a growing worldwide problem?

Surprisingly, hyperpigmentation is one of the most common skin conditions in the world, accounting for many appointments made with doctors and dermatologists. Despite this, very few effective and non-damaging solutions exist, and many sufferers spend years trying to tackle the condition. Hyperpigmentation is also often considered a problem for Caucasian skin only, but it is now also increasingly prevalent among darker phototypes<sup>7</sup>, making an effective solution for everyone even more necessary. The prevalence of pigmentation disorders also varies according to phototypes: phototypes 1 to 3 are more prone to solar lentigo, phototypes 3 and 4 to melasma and phototypes 4 to 6 more prone to PIH.

## 2. Why is it so difficult to treat?

Hyperpigmentation is one of the most complex skin conditions to understand and treat. In the past, solutions have focused on blocking melanin – the dark pigment within our skin. However, melanin is an essential part of our skin that offers protection against UV rays and gives the skin its unique tone. So, blocking melanin is not the answer. Moreover, this approach tends to lead to a high relapse rate, rather than providing sufferers with a long-term solution.

## 3. What is the number one request from pigmentation sufferers?

As anyone with hyperpigmentation will know, typical approaches tend to come with a high cost of irritation, peeling, redness and other side effects. These side effects – along with the pigmentation itself – can damage sufferers' mental health and quality of life. They, therefore, seek an effective solution that combats pigmentation and gives them a more even skin tone – without having to suffer the downsides.

be long-lasting. However, it is an expensive choice with multiple sessions required. Potential side effects include redness, swelling, and temporary darkening of treated areas. It is not suitable for all skin types, particularly very dark skin tones.

## 4. What solutions exist today, and their limits?

The most common solutions today to treat hyperpigmentation are cosmetics, drugs and laser.

Cosmetics are effective for mild to moderate hyperpigmentation and can be used as part of a daily skincare routine. Many over-the-counter options are available. But results can take several weeks to months to become noticeable. Products can cause skin irritation, redness, or peeling, especially with higher-strength products. Long-term use of some ingredients (e.g., hydroquinone) may carry risks.

Laser is a highly targeted treatment, effective for various types of hyperpigmentation and results can be long-lasting. However, it is an expensive choice with multiple sessions required. Potential side effects include redness, swelling, and temporary darkening of treated areas. It is not suitable for all skin types, particularly very dark skin tones.

## 5. Why is Melasyl™ such a breakthrough?

Melasyl™ is a true and rare breakthrough in the fight against pigmentation. Rather than blocking melanin, it works by capturing melanin precursors. This means we're able to combat pigmentation quickly and effectively – with visible results from the first week – without disrupting the skin's natural processes or causing irritation. It has also been rigorously tested and proven to show outstanding efficacy on all phototypes and even on persistent dark spots. This will provide more people with the solution they've been looking for.

## 6. Why is a complete anti-pigmentation so vital?

Because pigmentation is such a difficult and complex condition to treat, it's vital to establish a comprehensive routine and systematic photoprotection to get the best possible results. This is why I recommend to use Anthelios UVMune 400 every morning after applying MELA B3. Together, they work to trap melanin, reduce inflammation and protect the skin against relapse.

# MELA B3: A REVOLUTIONARY SOLUTION TO HYPERPIGMENTATION HARNESSING THE POWER OF BREAKTHROUGH MOLECULE, MELASYL™

Following 18 years of research, selected over 4,000 molecules Melasyl™ is patented until 2036 and works via a unique mechanism of action.

While most anti-dark spot products block the enzyme responsible for melanin production, Melasyl™ is the first and only active to trap and eliminate melanin precursors very early in the process of overproducing melanin, effective both on the anti-pigmentation phase and the depigmentation phase. It delivers superior efficacy than referent dermatological actives (Vitamin C, Tranexamic Acid, Kojic Acid, Arbutine) while respecting natural skin physiology.

**New MELA B3 combines Melasyl™** – the ultimate melanin trapper – **with anti-inflammatory Niacinamide** (also known as Vitamin B3) 10% to deliver greater anti-pigmentation efficacy.

Co-developed with leading dermatologists and pigmentation experts, Professors Thierry Passeron and Andrew Alexis, and inspired by Kligman's Trio (the gold-standard treatment for pigmentation), **MELA B3** is the first solution to **deliver five essential actions**: anti-inflammation, skin renewal, exfoliation, antioxidant protection and degradation of melanin precursors.

As such, it offers a more complete solution that has been tested on all skin types and tones. It carries clinically proven efficacy on **even persistent dark spots**, with a strong anti-relapse action.



## THE COMPLETE FORMULA ACTS ON THE 6 BIOLOGICAL LEVERS CAUSING HYPERPIGMENTATION:

> **Melanin production:** Melasyl™ has a new mode of action: it's a trapper of melanin precursors. It thus allows to act early in the mechanism of melanin synthesis to avoid its overproduction and the appearance of pigmentary disorders.

> **DKK1:** It is a fibroblast derived factor that will inhibit melanin synthesis. Cystoseira tamariscifolia extract helps improve the expression of DKK1 to reduce hyperpigmentation.

> **Inflammation:** UV and extrinsic factors such as pollution may induce the secretion of mediators that are able to stimulate the melanogenesis. Niacinamide and Dipotassium Glycyrrhizate help to decrease the inflammation on the skin and thus the appearance of dark spots.

> **Antioxidant protection:** Oxidative stress, induced by UV and pollution, also plays a role in the stimulation of melanocytes, the cells responsible for melanin production. Carnosine helps decrease the oxidative stress on the skin and thus the appearance of dark spots.

> **Dermo-epidermal junction:** With photoaging, there may be a disruption in the dermo-epidermal junction that may lead to a melanin drop and deposit in the dermis. Thus, it is important to strengthen this barrier to avoid dermal hyperpigmentation more difficult to tackle. Retinyl palmitate helps strengthen the dermo-epidermal junction as well as epidermal cell renewal.

> **Skin renewal & exfoliation:** An accelerated epidermis cell turnover helps to eliminate excess melanin. LHA and retinyl palmitate help to exfoliate the skin and improve cell turnover to correct dark spots.



# CLINICALLY PROVEN ON ALL SKIN TONES

## OUTSTANDING BEFORE AND AFTER RESULTS ON EVEN THE MOST PERSISTENT DARK SPOTS

Honoring the skin's natural melanin production, **MELA B3** respects the natural beauty of our skin, with clinically proven efficacy on all skin tones and types, including sensitive skin.

Tested on all phototypes and all pigmentation disorders – for example: age spots, sun spots, post acne marks, and even persistent ones – **MELA B3** demonstrates visible efficacy in before and after photos.

**1 WEEK**  
**VISIBLE RESULTS**  
ON ALL SKIN TONES  
98% WOMEN SEE NUMBER OF DARK SPOTS REDUCED

**IN JUST 2 WEEKS**  
100% WOMEN SEE IMPROVEMENT  
ON DARK SPOTS NUMBER & COLOR

**AFTER 1 WEEK** | **AFTER 2 WEEKS**

**94%** | **98%**  
DARK SPOTS LOOK LESS VISIBLE

**98%** | **100%**  
NUMBER OF DARK SPOTS LOOKS REDUCED

**98%** | **100%**  
COLOR OF DARK SPOTS LOOKS LIGHTER REDUCED

**96%** | **98%**  
DARK SPOTS SIZE LOOKS REDUCED



**AN OLFACTORY SIGNATURE  
AN EVEN MORE SENSORIAL  
TEXTURE**

To ensure treatment completion hence efficacy of the product, sensoriality is key. Bearing the same olfactive signature as its predecessor, Pure Niacinamide 10, **MELA B3** comes with a green floral fragrance. At the top, it is green and marine; the heart is floral and pear; and at the base comes musk and heliotrope. The fragrance has been tested against the strictest anti-allergy standards.

A desirable texture and fragrance is key for a long-term treatment and distinguishes from other referent drugs in hyperpigmentation.

To celebrate the greatest anti-pigmentation revolution, **MELA B3** comes in a new, more luxurious and sensorial texture than ever before. The peach-colored gel feels incredibly light to the touch and comes with a high skin affinity for **faster absorption** and **no stickiness**. It remains **free from alcohol**, so it never irritates.





# A 3-STEP ANTI-PIGMENTATION ROUTINE POWERED BY MELASYL™

A comprehensive skincare routine is essential to achieve maximum anti-pigmentation efficacy. Powered by Melasyl™ and Niacinamide, La Roche-Posay presents **a 3-step routine for those suffering the physical and mental effects of hyperpigmentation.**



Begin with the new **MELA B3 Clarifying Micro-Peeling Gel Cleanser.**

STEP 1



Follow with new **MELA B3 serum.**

STEP 2



Complete your routine with new **MELA B3 SPF 30.**

STEP 3



Under strong sun exposure, apply the **ANTHELIOS UVMUNE 400.**

THE FUTURE OF  
ANTI-PIGMENTATION  
IS HERE. POWERED  
BY MELASYL™, LET THE  
INNOVATION BEGIN.





## ABOUT LA ROCHE-POSAY

Recommended by 90,000 dermatologists worldwide <sup>1</sup>, La Roche-Posay's mission is to offer life-changing dermatological skincare solutions. Created by a pharmacist in 1975, the brand is today present in over 60 countries. It offers a unique range of daily skincare developed for every skin type to complement dermatologist treatments and promote good skincare practices adapted to each skin concern. The brand develops formulas with its exclusive Selenium-rich water, also used at its Thermal Center, the first Dermatology Center in Europe, due to its antioxidant and soothing properties. The products are developed using a strict formulation charter with a minimal number of ingredients and are formulated at optimal concentrations. Additionally, La Roche-Posay products undergo stringent clinical testing for efficacy and safety, even on sensitive skin. In 2020, the brand went a step further in its commitment to protect the planet. Besides launching the first ever ecoconscious suncare tubes integrating cardboard, the brand announced a long-term plan to reduce its use of virgin plastic by 70% in 2025. Since 2019, the Fondation La Roche-Posay is also committed to improving the life of children with cancer and their families. For additional information about La Roche-Posay, visit [www.laroche-posay.com](http://www.laroche-posay.com) and follow La Roche-Posay on Instagram and Facebook.

-POSAY  
MATOLOGIQUE