

# A Hydroquinone Alternative

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[NuGene International, Inc.](#) a developer, manufacturer and marketer of skin and hair care lines utilizing adipose derived human stem cells and stem cell media, was featured in a study and presentation by Dr. Dendy Engelman, a NuGene advisory board member and director of dermatological surgery at New York Medical College. According to the Global Industry Analysts, Inc. (GIA), the global market for skin lighteners is projected to reach \$23 billion by 2020, driven by the desire among both women and men to have even-toned skin. With a proven alternative to hydroquinone, NuGene has a significant opportunity to impact this expanding market, according said Dr. Saeed Kharazmi, chairman and co-founder of NuGene.

Engelman's presentation titled, Potent Human Adipose Derived Stem Cell Treatments Revolutionizing Topical Anti-Aging Therapy, described a limited study performed to assess the efficacy of NuGene's Light and Bright Gel in improving the appearance of skin pigmentation. In the study, blinded investigators observed an improvement in skin pigmentation appearance with all patients where:

- 33% of patients experienced a 50% improvement in skin appearance
- 56% of patients experienced a 75% improvement in skin appearance

The subjects of the study were females between the ages of 30 to 60 years old, with hyperpigmentation on the face with moderate severity. The products used in the study featured NuGene's unique stem cell based technology employing a high concentration of bioactive molecules from stem cell culture media derived from human adipose stem cells.

In the study, the information was collected by an independent investigator who was provided with photographic evidence showing before and after images of the participants and concluded that there was significant improvement in the lack of the appearance of aging. Images of participants before and after the use of the product can be viewed [here](#).

"NuGene's Light and Bright Gel provides an innovative approach to skin and hair rejuvenation. Clinical findings from topical application of NuGene's product yielded results, in my opinion, previously only attainable by in-office procedures. I have been overwhelmed by the efficacy of this product and am thrilled to offer this product line to my patients," remarked Engelman.

"Dr. Engelman presented NuGene's non-hydroquinone based solution for hyperpigmentation aesthetics to some of the world's top dermatologists and aestheticians. NuGene has a significant opportunity to impact this expanding market," said Dr. Saeed Kharazmi, Chairman and co-founder of NuGene. Hydroquinone, a common component of bleaching creams, has already been banned in Japan, the European Union, and Australia due to potential cancer concerns.

*SOURCE Happi*