



AMICA REALTY

## FAIR GAME

THE PERCEPTION THAT FAIRNESS IS A MARK OF BEAUTY, IS A CONCEPT THAT CONTINUES TODAY, SAYS DR. LOW CHAI LING

Asian societies have always favoured fair over dark and tanned skin. Fair skin not only makes you look healthy and glowing but imparts luminosity to the skin as light is reflected better. Fair skin also allows pink colour from the capillaries in the skin to come through, resulting in a rosier appearance. Hence, women with fairer skin always look fresher, healthier and younger.

Women in their thirties often face skin concerns such as pigmentation and skin dullness. Contrary to what manufacturers may tell you, not all kinds of pigmentation can be effectively treated with over-the-counter creams. The common freckles, for example, can only be modestly lightened with creams. As over-the-counter creams often take a while to work, you will need to be patient and use the product for at least two months before you can determine if the product works for you. There are good whitening products over the counter but claims are often exaggerated — your pigmentation will improve, but chances are, they will not disappear completely. Patients who come to our clinic usually love Sloane Inc's Lightener which contains Vitamin C and Kojic Acid to effectively treat pigment spots for all skin types.

A sunscreen is of vital importance as it ensures that your skin is protected against new pigmentation while you continue your efforts against your current pigment problems. Women in Asia (and all over the world) are not using enough sunblock. It is estimated that most women use only 25 to 50% of the required amount of sunblock. Sunscreens should be slathered on generously for maximal protection. In fact, to achieve the true, say, SPF 30 protection stated on a tube of sunscreen, you will need to use half a teaspoon for it just for the face. Also, sunscreens should be reapplied every 4 hours to ensure adequate sun protection.

Whitening injections have been performed in other countries like Taiwan and Korea but it is not allowed in Singapore.