

# Preventing pigmentation

Uneven skin pigmentation is common in New Zealand's harsh climate. Now there's a product whose creator claims helps prevent and treat it, writes **Carolyn Enting**.

**W**ELLINGTON beauty therapist Rachel Robertson thinks she's found the answer to skin pigmentation problems. It's called Prologic – “professional logic in a bottle” – and it's formulated with ingredients to stop pigmentation at every stage.

The search for products to treat clients' skin at her Thorndon beauty clinic, Skin Therapy, motivated Robertson to study cosmetic chemistry with the goal of creating high-performance skincare.

“There were things I wanted to offer my clients but what I discovered was there are not a lot of professional products targeted for New Zealand skins,” she says.

The range consists now of three cleansers, including a pigment cleanser, and a pre-cleanse oil. A serum and moisturiser will be released early next year.

It's the result of a lot of hard work for Robertson, named New Zealand Therapist of the Year 2011-12 in July. While studying for a diploma in dermal science through skincare education provider Pastiche she was shocked to discover that most supermarket and pharmacy skincare brands “cost 28c to produce, and the ingredients don't have any effect on changing or strengthening the skin cells.

“One of the things we had to do was bring in a range of domestic retail pharmacy and department store brands, then we broke down every



## Results-based:

Rachel Robertson with “professional logic in a bottle”.  
Photo: CHRIS SKELTON

single ingredient in each of these products,” she says.

“There was one particular well-known anti-ageing brand that had 46 ingredients in it. Only one of those ingredients had an effect at cell level and it was listed as the last ingredient, which means it's such a low percentage that it's not really doing anything at all. Most products just moisturise the dead skin cells on the surface.”

It costs a lot more than 28c to produce Prologic but Robertson says hers are results-based products. Prologic's Pre-Cleanse Oil, \$65, contains rice bran to balance the epidermal lipids and is applied to a dry face and moisturised into the skin. It's followed by the cleanser, which is massaged into the oil and removed with a facecloth. The Prologic Pigment Cleanser, \$82.50, contains lactic acid to treat the affected pigment-producing cells, along with lecithin and linseed oil to support the skin's natural barrier functions. The serum and moisturiser contain pure “kiwi seed” oil from kiwifruit, and vitamin E.

*Prologic is available from Skin Therapy (Thorndon), Beautyworx (Whitby) and Lavender Room (Pauatahanui).*