

# In pursuit of fair skin

## New whitening products formulated for Asians

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**W**ELL known skincare brand Murad has launched a new line of skin whitening products that is specially formulated for Asian skin.

According to CN Health and Beauty marketing manager Melvyn Yung, the product utilises the exclusive 3X White technology which is a breakthrough brightening blend for skin.

"The secret is in the advanced vitamin C technology that targets dark spots and inhibits melanin production. Melanin is what makes the skin becomes dark," Yung said.

He said the product was timely as anti-aging products was all the rage at the moment and in Asia, the demand for skin whitening products was high.

The complete set of products consist of a cleanser, moisturiser

and the Murad signature product, which is the treatment product.

"Most people are used to the clean, tone and moisturise steps but most Murad products have toners in it, including the three from this newly launched White Brilliance ones," Yung added.

He said when customers buy the product, he would advise them to take a photo of themselves just before they use the products and every 10 days after they have started.

He said average results could be seen between 30 and 90 days but it depended on the user's lifestyle.

The skincare line is sold by CN Health and Beauty that has 30 outlets within the Klang Valley, Ipoh, Malacca and Seremban.

"We have recently been granted a franchise licence. We target to have 50 outlets by next year," Yung said.

For more information, visit [www.cnbeauty.com.my](http://www.cnbeauty.com.my)



**For fairness:** The complete set of Murad skincare products.



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