

# SUNSTAR

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**FOR IMMEDIATE RELEASE:**



**NEW Research Confirms Equitance Skin Radiance Dietary Supplement Brightens Skin After 60 Days**  
*Clinical study on groundbreaking supplement product shows 100% of subjects reported an improvement in skin brightness after 60 days*

CHICAGO, IL, June 22, 2015 -- [Equitance™](#), the holistic Japanese brightening skincare line backed with over 18 years of research, confirms the brightening effectiveness of its Skin Radiance Dietary Supplement. After conducting a clinical study to evaluate the brightening benefits of the product, research confirms all participants in the clinical study saw brighter skin in only 60 days.

In contrast to topical skincare products, supplement effectiveness is often difficult to assess. However, through objective evaluation by dermatologists, the clinical study showed the Equitance supplement to be successful in the reduction of the appearance of dark spots, resulting in brighter, more even skin tone.



As a result of this clinical study, **100% of subjects reported an improvement in the brightness of their skin after 60 days. This was measured through dermatologist grading.** All 31 women in the clinical study reported an increase in the brightness of their skin with an average improvement of 39%. Before-and-after photos show reduction of the appearance of dark spots and an increase in brightness after 60 days. As part of this study, subjects took six tablets of Equitance Skin Radiance Dietary Supplement daily. In a self-evaluation, **81%** of subjects responded that they liked the Equitance Skin Radiance Dietary Supplement. Some participant comments include:



- “I saw great improvement in the appearance of dark spots on my face. This is the best product I have ever used for this purpose.”
- “The appearance of my skin feels more even toned, refreshed, brighter, healthier, and smoother.”
- “Easy to use. Noticeable difference in appearance of skin.”

“Equitance is very proud of the results of our clinical study of the Skin Radiance Dietary Supplement. We are a company that truly believes that beauty starts from the inside out and having these results proves that a radiant complexion starts from within. These are the first clinical results released in the U.S. for the brand and

we are excited to be releasing findings from additional studies in the coming months. This is going to be a strong year for the brand from continued growth to proven results,” said Mr. Hiroki Nakanishi, Executive Vice President of Sunstar Americas, Inc.

Registered dietitian/nutritionist, Keri Gans, the author of *The Small Change Diet*, also recommends the Equitance Skin Radiance Dietary Supplement as a part of a balanced approach to bright and beautiful skin. “It is very important to care about what you eat for truly brighter skin,” said Keri. “Food should always come first, but unfortunately not everyone is eating the way they should and the right supplement can help you get the nutrients you need.” Keri works with Equitance and is the spokesperson for the “Equitance 60 Day Brightening Challenge”, helping to educate consumers on the benefits of the Skin Radiance Dietary Supplements and the nutrition needed for brighter skin.

### **60 Day Brightening Challenge**

Starting July 2015, Equitance encourages consumers to take the “60 Day Brightening Challenge” to test what kind of impact it can have on skin! Equitance is offering a free three-day supply of Equitance Skin Radiance Dietary Supplement and a limited special price for full size product along with special prizes. Further details on the challenge will be unveiled very soon.

### **Equitance Skin Radiance Dietary Supplement**

Equitance Skin Radiance Dietary Supplement was designed to satisfy the body’s need for nutrition and to help skin achieve a natural glow. It provides vitamins and a proprietary blend of key ingredients such as Eggshell membrane powder, Grape seed extract, Yucca extract, and Hesperidin.

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### **About Equitance**

In Japan, clear, bright and luminous skin has been prized for centuries. Japanese women take a more holistic approach called “Bihada,” building on the Japanese belief that beautiful skin comes from skincare and the way a woman simply cares for herself – from what she eats and how she treats her body to how she cares for her skin. Founded in Japan, Equitance, a unique Sunstar brand, captures the essence of this approach with an integrated skin care line that was 18 years in the making. Sunstar was founded in Japan in 1932 and has established a global headquarters organization in Switzerland that serves Oral Care and Health & Beauty professionals and consumers in 90 countries around the world.

Equitance products are available for purchase on [Equitance-us.com](http://Equitance-us.com) where you can find information about the brand’s approach to beauty, including historical facts from Japanese heritage and culture. Also, become a fan of [Equitance on Facebook](#), follow Equitance on Twitter @equitanceUSA, and Google+ Equitance USA for tips on discovering your path to inner health and radiant beauty using an alternative beauty regimen.