

What Summer Did to Your Skin

And the 90-day reset that actually works on melanin-rich skin.

You didn't get these spots in September. You got them in June — you're only seeing them now.

Every fall, the same conversation happens in treatment rooms: a client sits down convinced something new has gone wrong with their skin. Almost always, nothing new has. What changed is that the summer color faded, and the unevenness underneath it became visible.

ONE

Why your skin looks different this month

Sun exposure is cumulative, and the pigment it produces doesn't surface evenly or all at once. Through the summer, an overall warmth masks the pattern. As that fades, the pattern is all that's left — and it reads as sudden.

It isn't sudden. It's three months of accumulation becoming legible at the same time.

TWO

Why melanin-rich skin behaves differently

Skin with more melanin activity responds to injury by producing pigment — faster, more intensely, and for longer. Sun, a breakout, an ingrown hair, a bug bite, a product that stung: any of these can leave a mark that outlasts the event that caused it by months.

This is not a flaw in your skin. It's reactivity. But it is exactly why the wrong correction doesn't just work slowly — it actively makes things worse.

THREE

The three things that make it worse

- **Scrubbing and stacking products at home.** Inflammation is the trigger for pigment. Anything that leaves your skin red, tight, or stinging is producing more of what you're trying to remove.
- **Fade creams bought without guidance.** The wrong active at the wrong strength causes rebound darkening. Unregulated skin-lightening products — particularly those sold without ingredient disclosure — can cause changes that are difficult or impossible to reverse.
- **Stopping sunscreen because summer ended.** UVA is year-round and passes through window glass. Visible light — daylight through a window, screens, overhead lighting — also drives pigment in deeper skin tones, which is why a tinted sunscreen does something a clear one doesn't.

FOUR

The 90-day reset

A real correction runs in three phases. Skipping the first one is the most common reason results stall.

WEEKS 1-3 · CALM AND ASSESS

Everything aggressive stops. We repair the barrier, establish daily protection, and confirm how your skin is currently behaving. Nothing corrective begins until the skin is calm — treating inflamed skin is how pigment gets deeper.

WEEKS 4-9 · CORRECT

Professional treatment on a schedule set for your skin, supported by a deliberately simple routine at home. No new products introduced without discussing them first. Gradual and consistent outperforms fast and aggressive every single time on skin like yours.

WEEKS 10-13 · CONSOLIDATE

Treatment intervals extend, protection continues, and we hold the result. This phase is what separates a season of improvement from a permanent change.

FIVE

What's realistic in 90 days

Pigment clears on the timeline of your skin's own turnover — months, not weeks. Expect meaningful, visible improvement. Do not expect erasure.

Anyone promising to clear this in two weeks is either not treating pigment, or is about to cause more of it.

SIX

Your daily non-negotiables

- Broad-spectrum SPF 30 or higher, every day, indoors included — tinted where possible.
- A cleanser that leaves your skin comfortable, not squeaky.
- Consistent moisture, morning and night.
- Only the active ingredients we've agreed on, at the frequency we set.
- Hands off. Every pick, squeeze, and scratch is a pigment event.

Ready to start your reset?

The best time to begin corrective work is the moment UV levels start dropping — which is now.

[YOUR NAME, CREDENTIALS]

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Provided by [YOUR BUSINESS NAME], a member of the Melanated Skin Registry — the standard of care for melanin-rich skin.
melanatedskinregistry.com

This handout is general education, not a diagnosis or a treatment plan. Your practitioner will build the plan that fits your skin.