

WishCare

Advanced Dark Spot Correcting TXA Shot

MULTI-LEVEL DE-PIGMENTATION

10% Niacinamide • 3% Tranexamic Acid • 2% Alpha Arbutin
Red Algae • Rice Ferment



The image shows the packaging for the WishCare Advanced Dark Spot Correcting TXA Shot. The box is white with a large teal vertical band on the left side. The brand name 'WishCare' is printed in teal at the top. Below it, a teal circle icon is followed by the text 'Targets Pigmentation', 'Fades Dark Spots', and 'Evens Skin Tone & Texture'. To the right of the teal band, the product name 'Advanced Dark Spot Correcting TXA Shot' is written in teal, followed by the ingredients '3% Tranexamic Acid, 2% Alpha Arbutin, 10% Niacinamide, Red Algae & Rice Ferment'. Below this, the phrase 'Multi-Level De-Pigmentation' is written in teal. A paragraph of text describes the product's purpose: 'Life is already busy and overwhelming and finding effective skincare products today with so many actives and ingredients to choose from, can feel like a lot. That's why we created a spot-correcting multifunctional formula that treats pigmentation at multiple levels. TXA and Alpha Arbutin help reduce existing pigmentation and prevent new spots from forming, while Niacinamide, Red Algae and Rice Ferment support skin renewal, hydration and barrier health for a brighter looking skin over time.' Below this paragraph is a quote: 'We hope this formulation simplifies your routine and does the heavy lifting for you.' The signature 'Stuti' is written in teal, followed by 'Stuti Kothari Founder'. The 'WishCare' logo is in the bottom right corner.

WishCare

Advanced Dark Spot
Correcting TXA Shot

3% Tranexamic Acid, 2% Alpha Arbutin,
10% Niacinamide, Red Algae & Rice Ferment

Multi-Level De-Pigmentation

Life is already busy and overwhelming and finding effective skincare products today with so many actives and ingredients to choose from, can feel like a lot. That's why we created a spot-correcting multifunctional formula that treats pigmentation at multiple levels. TXA and Alpha Arbutin help reduce existing pigmentation and prevent new spots from forming, while Niacinamide, Red Algae and Rice Ferment support skin renewal, hydration and barrier health for a brighter looking skin over time.

We hope this formulation simplifies your routine and does the heavy lifting for you.

Stuti
Stuti Kothari
Founder.

WishCare

Targets Pigmentation

Fades Dark Spots

Evens Skin Tone & Texture

Product at a Glance

WHAT IT IS

Advanced anti-pigmentation serum designed to address pigmentation across multiple biological stages.

CORE FUNCTION

Multi-Level De-Pigmentation corrects visible discoloration while helping minimize future pigmentation.

WHAT IS IT FOR

Post-acne marks, dark spots, blemishes, tanning, uneven tone, dullness and slow-fading discoloration.

HERO ACTIVE SYSTEM

10% Niacinamide + 3% Tranexamic Acid + 2% Alpha Arbutin, supported by Red Algae and Rice Ferment.

END BENEFIT

Visibly clearer, brighter and more even-toned skin while keeping it hydrated, balanced and comfortable.

How Pigmentation Forms

Pigmentation begins below the surface before it becomes visible

01 TRIGGER

UV exposure, acne or inflammation activates pigment-producing pathways.

02 PRODUCTION

Melanocytes increase melanin production and excess pigment begins to build.

03 TRANSFER

Pigment is transferred to surrounding skin cells.

04 VISIBILITY

Pigment accumulates and appears as dark spots, marks and uneven tone.

Product intervenes at the trigger, melanin-production and pigment-transfer stages, not only after a spot becomes visible.

What Is the TXA Shot?

A multi-correction anti-pigmentation serum formulated with 3% Tranexamic Acid, 2% Alpha Arbutin and 10% Niacinamide to target pigmentation at three key levels and support prevention of future discoloration.

Tranexamic Acid

Helps reduce recurring pigmentation triggers and supports prevention of new spots.

Alpha Arbutin

Targets tyrosinase activity to help control excess melanin formation.

Niacinamide

Helps limit pigment transfer, fade visible marks and improve tone uniformity.

Red Algae + Rice Ferment

Support radiance, renewal, hydration and barrier health.

How It Multifunctions

FADES DARK SPOTS & ACNE MARKS

Visibly targets PIH, PIE, blemishes and stubborn marks.

CORRECTS PIGMENTATION AT ALL 3 LEVELS

Acts before pigment forms, as it forms and when it becomes visible.

EVENS SKIN DISCOLORATION

Improves skin clarity and reduces visible unevenness.

SUPPORTS BARRIER HEALTH

Hydrates and supports a stronger, comfortable skin barrier.

What Does It Target & Solve?

Hyperpigmentation

Dark spots, melasma and sun-induced discoloration.

Post-Acne Marks / PIH

Inflammation-linked brown or dark marks.

PIE / Residual Redness

Supports a calmer, more even, post-acne complexion.

Uneven Skin Tone

Improves overall tone uniformity and clarity.

Dullness & Texture

Supports smoother, brighter-looking skin.

Recurring Discoloration

Multi-level approach addresses the pigmentation cycle.

The 3-Level Pigmentation Correction System

1 SIGNAL REGULATION

WHERE IT BEGINS

3% Tranexamic Acid

Helps calm inflammation-linked triggers and interrupt pathways associated with excess pigmentation.

2 MELANIN CONTROL

WHERE IT IS PRODUCED

2% Alpha Arbutin

Inhibits tyrosinase activity to help reduce excess melanin synthesis and stubborn dark spots.

3 PIGMENT TRANSFER

WHERE IT BECOMES VISIBLE

10% Niacinamide

Helps limit pigment transfer toward the surface, visibly fading spots and improving tone uniformity.

How Does It Work?

3% Tranexamic Acid

Reduces pigmentation-linked triggers and helps prevent new spots from forming.

2% Alpha Arbutin

Controls excess melanin production by targeting tyrosinase activity.

10% Niacinamide

Limits pigment transfer, supports fading of acne marks and improves uneven tone.

Red Algae

Supports brighter, clearer and more radiant-looking skin.

Rice Ferment

Supports renewal, barrier health, hydration and skin comfort.

Innovated to Be Science-Forward

PROVEN ACTIVES FOR VISIBLE RESULTS

10% Niacinamide + 3% Tranexamic Acid + 2% Alpha Arbutin

ADVANCED MELANOGENESIS REGULATION

Acts across initiation, melanin synthesis and pigment transfer.

OPTIMIZED EFFICACY THROUGH BARRIER SUPPORT

Hydration and conditioning systems help maintain skin balance for consistent use.

BIOACTIVE RENEWAL & BARRIER OPTIMIZATION

Marine bioactives and bioferment technology support renewal, barrier health and radiance.

Where It Fits in the Routine

1 CLEANSE

Start with clean, dry skin.

2 TREAT

Apply TXA Shot evenly to concern areas.

3 MOISTURIZE

Follow with moisturizer for comfort.

4 PROTECT

In daytime, always finish with broad-spectrum SPF.

Use once daily, then increase to twice daily if well tolerated.

Why this Product?

Pigmentation is a multi-stage biological process: it begins with triggers such as UV exposure or inflammation, continues through excess melanin production and becomes visible when pigment is transferred and accumulates in skin cells.

WishCare Advanced Dark Spot Correcting TXA Shot is designed around that biology. 3% Tranexamic Acid addresses recurring pigmentation triggers; 2% Alpha Arbutin helps control excess melanin at the source; and 10% Niacinamide helps limit pigment transfer while supporting barrier health. Red Algae and Rice Ferment add radiance, renewal and barrier support.

The result is a multi-level correction approach for dark spots, post-acne marks, uneven tone and discoloration designed to visibly clarify skin while keeping it balanced and comfortable.

Claims & Communication Guidelines

PIH vs PIE

PIH is pigment-driven. PIE is primarily residual redness/vascular change; avoid implying melanin inhibition directly treats PIE.

Melasma

Using “helps reduce the appearance of melasma” instead of “Reduces Melasma” is suggested

Prevention language

Prefer “helps minimise formation of new discoloration” or “helps prevent recurrence” rather than absolute prevention.

Mechanism language

Keep consumer claims as “helps”, “supports” and “visibly improves” unless stronger wording is substantiated.

Vitamin C vs TXA shot

Vitamin C is valuable — but this product is built around a different strategic mechanism

WHAT VITAMIN C DOES WELL

Vitamin C is a well-established antioxidant and brightening ingredient that supports radiance and helps defend against oxidative stress.

It can be useful in pigmentation-focused routines, but its activity is commonly centered on antioxidant protection and brightening.

WHY THIS SYSTEM WAS CHOSEN

The TXA Shot is designed around the biology of pigmentation itself:

3% TXA → pigmentation-trigger support

2% Alpha Arbutin → melanin-production control

10% Niacinamide → pigment-transfer + barrier support

This gives the product a distinct multi-level depigmentation proposition.

Communication angle: not simply “another brightening serum” — a mechanism-led dark spot correction system.

FAQs — Product & Results

Suggested answers for stakeholder conversations

Is this only for acne marks?

No. It is positioned for post-acne marks, dark spots, uneven tone, tanning, blemishes and slow-fading discoloration.

Does it only fade existing spots?

No. The multi-level story addresses pigmentation triggers, melanin formation and pigment transfer.

Can it be used every day?

Begin once daily and increase to twice daily if well tolerated. Always use sunscreen during the day.

Is it a spot treatment?

Yes it can be used as a spot treatment and also by applying a thin layer to cleansed face and neck, focusing on pigmentation-prone areas.

How quickly does it work?

Do not commit to a fixed result timeline until the relevant efficacy study supports one.

Does it work on melasma?

Use 'helps reduce the appearance of melasma/pigmentation' instead of direct activity claims

FAQs — Ingredients & Routine

Talking points for common formulation questions

Why combine TXA + Alpha Arbutin?

They address different stages: TXA supports trigger regulation, while Alpha Arbutin targets melanin production through tyrosinase inhibition.

Why 10% Niacinamide?

Within the product story, Niacinamide is the pigment-transfer and barrier-support pillar, helping improve tone uniformity.

Why Red Algae?

It supports complexion clarity, brightness and visible radiance, complementing the core depigmentation actives.

Why Rice Ferment?

It supports renewal, hydration and barrier health, helping maintain skin comfort during active correction.

Can it be used with Vitamin C?

The supplied communication does not define a specific layering protocol. Position Vitamin C as a separate antioxidant/brightening option, not a required part of this system.

Why is sunscreen important?

UV exposure is a major pigmentation trigger. Daytime sunscreen is therefore an essential part of the product routine.

Product Technical Profile

Fast facts for internal teams and stakeholder presentations

Product Format

Serum

Product Packaging

Tube + Monocarton

SKU

TXA30 & TXA10

Manufactured By

Herb Elements Natureceuticals Pvt. Ltd.

Testing

Dermatologically Tested

Study Status

Undergoing In-Vitro Study

Core Function

Multi-Level De-Pigmentation

Hero Actives

10% Niacinamide + 3% Tranexamic Acid + 2% Alpha Arbutin