

THE FADEWELL GUIDE • BY RENUVALE

When your skin marks easily.

Why the marks linger.

How your cream fits into your day.



WELCOME

Why does another mark show up before the last one is gone?

A purple patch starts to fade. Then another appears nearby. Your arm can end up carrying fresh purple marks and older brown discoloration at the same time.

There are two things to understand: what happens to the blood beneath an existing mark, and why the surrounding skin can mark so easily again.

That is why Fadewell is used across your forearms and the backs of your hands—not just dabbed onto whichever patch looks darkest today.

This guide explains what each ingredient is there to do, what changes to look for, and how to remember both daily applications. **The reminder is something you already do: brush your teeth, then apply Fadewell.**

Why the marks keep coming back — 03

How the ingredients fit together — 05

Your morning-and-night routine — 09

What to look for over time — 10

Your routine reminder — 12

Still waiting for your order?

Read the guide now. When your cream arrives, follow the directions on the packaging and complete the two-day small-area patch test before full use. Your use timeline starts then—not on the day you ordered.

The Renuvale team

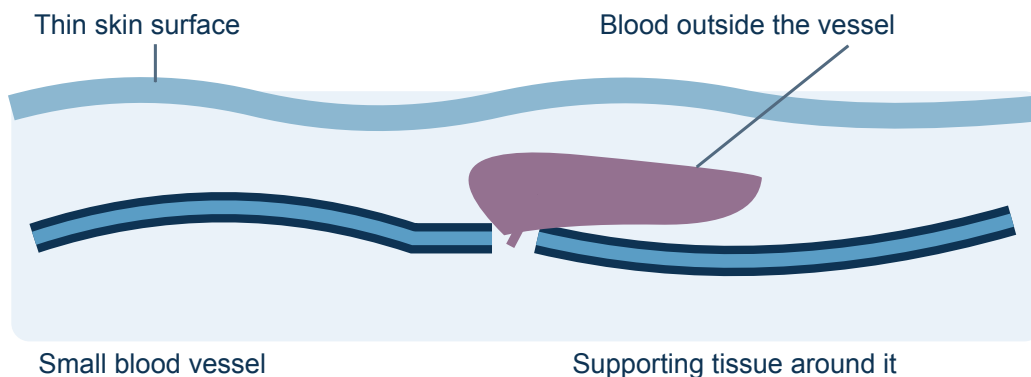
01 · WHY IT HAPPENS

A small bump. A much bigger purple mark.

The mark can look far more dramatic than the contact that caused it. The skin around the tiny blood vessels helps explain why.

Tiny vessels sit beneath your skin, surrounded by supporting tissue that includes collagen. Think of that tissue as cushioning. Aging and years of sun exposure can thin that support, leaving the vessels less protected.

Now a light knock or pressure can damage a small vessel. Blood leaks into the surrounding skin, where it becomes visible as a flat purple patch.



Simplified illustration of a leak beneath the skin—not a treatment-results image.

Why another mark can follow

Clearing the blood from one patch does not automatically restore the support around the other vessels. The surrounding skin can still mark easily. That is why a fresh patch may appear while an older one is fading.

This recurring pattern on older forearms and hands is often called solar or actinic purpura. Other causes of bruising exist too; a clinician can confirm what is happening with your skin.

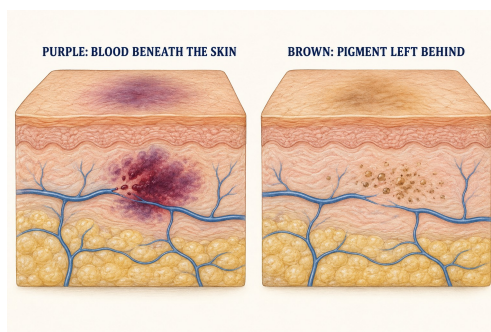
TAKE THIS WITH YOU

The visible mark is one part of the problem. The easily marked skin around it matters too.

02 · WHY COLOR LINGERS

Why can a purple mark leave a brown patch behind?

The purple color comes from blood that has escaped a tiny vessel. As your body breaks that blood down, some marks leave brownish pigment behind.



Two simplified views of what can happen beneath the skin as a mark fades naturally. This is not a Fadewell before-and-after.

Purple: blood beneath the skin.

Your body gradually breaks down and absorbs the leaked blood. These purple marks commonly take one to three weeks to clear.

Brown: color left behind.

Residual pigment can remain after the purple has faded. Not every mark leaves it, and not every brown spot is from an old bruise.

A new purple patch can appear before older discoloration is gone. That overlap helps explain why your arm may still look marked even though an individual patch has faded.

Why softer skin can still look marked

A moisturizer can make the surface feel softer while the purple underneath is still visible. Concealer can cover the color while you wear it. Protective clothing can reduce some rubbing and sun exposure.

Softening dry skin, covering a mark, and caring for easily marked skin are different things. One does not automatically do the others.

That is the thinking behind Fadewell's combination of ingredients: care for more than the single patch you can see today.

TAKE THIS WITH YOU

A softer arm and a less visibly marked arm are different changes. Your routine should help you understand both.

03 · WHY THESE INGREDIENTS

The formula has several jobs. Your routine has one step.

Apply Fadewell morning and evening. The ingredients are already combined—you do not need to layer five separate products.

01

Care for the appearance of purple marks

Vitamin K and Arnica montana are the formula's bruise-care ingredients.

02

Renew the surface and support the skin over time

Glycolic acid works at the surface. Retinol contributes to the formula's longer-term skin-care approach.

03

Help dry, papery skin hold moisture

Ceramides support the outer barrier, helping skin feel softer and less tight.

These jobs explain why your cream is more than a dab of moisture on a dark spot. They also explain why every benefit should not be expected on the same day.

You do not need to remember every ingredient name. Remember this: apply to both forearms and the backs of your hands, morning and night.

YOUR FORMULA · VITAMIN K & ARNICA

Two ingredients selected for bruise care.



Vitamin K and Arnica montana. Ingredient illustrations.

VITAMIN K

Vitamin K

Vitamin K is best known for its role in the body's normal clotting process. In topical skin care, it is used in formulations aimed at the appearance of bruising.

Fadewell includes vitamin K as part of its approach to visible marks. The cream combines it with ingredients that care for dry skin and support skin renewal.

ARNICA MONTANA

Arnica montana

Arnica montana is a flowering plant used in topical bruise-care preparations. It is selected for helping with the appearance of bruises as they fade.

The useful outcome is easy to picture: spending less time with a dark patch sitting on your arm. Arnica is the ingredient in this pair most closely associated with that fading job.

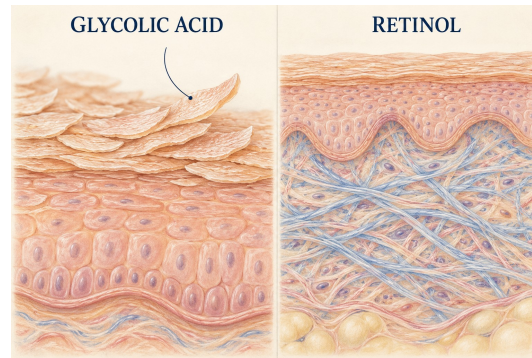
These ingredients are part of the cream's approach to marks. The next pair addresses a different concern: the skin around them.

Topical ingredient studies vary by preparation and type of bruising. Results are individual; no single ingredient guarantees that a mark will clear by a particular day.

YOUR FORMULA · GLYCOLIC ACID & RETINOL

Care for the skin that keeps marking easily.

Once a mark fades, the skin around those tiny vessels still needs care. That is the longer-term part of the routine.



Glycolic acid helps old surface cells shed. Retinol supports collagen production. Simplified illustrations, not treatment results.

GLYCOLIC ACID

Renew the surface.

Glycolic acid helps loosen the bonds between old surface cells so they can shed. That helps renew the outer layer instead of leaving dry buildup sitting on top.

Its job is surface care. You do not need to scrub the area or add a separate exfoliating product.

RETINOL

Support skin over time.

Retinol is a form of vitamin A that helps skin renew and supports collagen production. Collagen gives skin structure and forms part of the supporting tissue around small blood vessels. That is why retinol belongs in the longer-term part of the formula.

That is a reason to keep applying the cream after one patch fades: the surrounding skin still needs care. You cannot judge those gradual changes from one application.

TAKE THIS WITH YOU

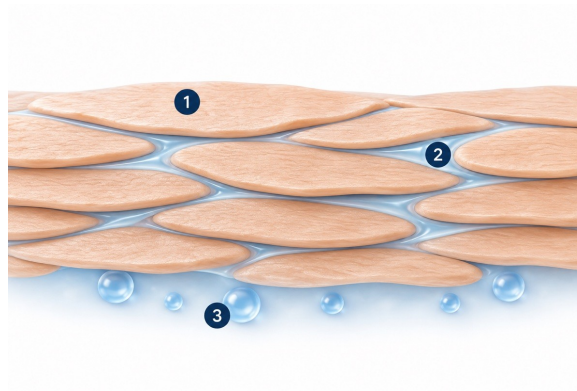
Keep caring for the whole area, rather than remembering your cream only when a new patch appears.

Follow the product directions. Adding other retinol or acid-based products can increase irritation; ask your clinician before combining active treatments.

YOUR FORMULA · CERAMIDES

Softer skin can be the first change you feel.

The cream also cares for the dry, tight, papery feeling that can surround the marks.



1 Skin cells form the outer layer.

2 Fats between the cells help seal in moisture. Ceramides are part of these fats.

3 Water stays in the skin more effectively when the barrier is working well.

When the barrier loses moisture, skin can feel dry and tight. Fadewell's ceramides help support that moisture seal, so the surface feels softer and more comfortable.

This may be the first change you notice. A purple mark can still be visible while the surrounding skin feels less papery. Those observations can both be true.

TAKE THIS WITH YOU

Softer skin does not mean a purple patch should already be gone.

Simplified illustration of the outer moisture barrier.

04 · YOUR MORNING-AND-NIGHT ROUTINE

Brush your teeth. Then Fadewell.

You already have a morning and evening habit. Let it remind you to use the cream.

MORNING

Brush your teeth.
Apply Fadewell.

EVENING

Brush your teeth.
Apply Fadewell.

Before full use: patch-test for two days

When the cream arrives, read your packaging directions. Apply to a small area for two days before beginning full use. Stop if irritation occurs.



Both forearms.
Backs of both hands.

Include areas with no visible marks. Massage gently until absorbed, following your packaging directions.

If you shower during that routine, shower first and apply afterward. Choose a suitable spot where you will see the cream when brushing your teeth, following the storage directions and keeping it away from children.

You do not need another daily decision. Finish brushing, then use Fadewell.

05 · WHAT TO EXPECT

Your skin may feel softer before the marks fade.

Look for changes in three things: how your skin feels, how an individual mark fades, and how often new marks appear.

FIRST USE
+ DAYS 1–5

Softer, less papery-feeling skin

Moisture care is the earliest part of the routine you may feel: less dryness or tightness, followed by a more supple surface. This is different from deeper skin-support changes.

THE NEXT
NATURAL MARK

A smaller, fainter patch that fades sooner

This is the mark-level change the formula is designed to work toward. Look for it when a new mark appears; you do not need to wait for a particular week.

WEEKS
2–4

Less dark color visible at once

When marks are fainter and fade faster, fewer dark patches overlap on the arm. That is different from having fewer new marks in the first place.

AROUND
MONTHS 2–3

A longer-term change in the pattern

The aim is fewer new marks, with those that do appear remaining smaller and lighter. Continued whole-area care supports the longer-term part of the routine.

Count from when you begin using it

These are guideposts, not deadlines or guaranteed results. Begin from your first day of full use after patch testing. Skin and responses differ; one new mark does not describe the whole pattern.

Over time, the goal is less overlap of fresh purple patches and old discoloration—so the marks take up less of what you see when you look at your arms.

06 · KEEP THE ROUTINE SIMPLE

The questions worth answering before you start.

Why apply to your whole forearm—even where there are no marks?

The skin without a mark needs care too. Apply across both forearms and the backs of your hands, including areas with no visible marks. You do not need to wait for a new purple patch to appear there.

What if I miss an application?

Return to the directed routine at your next usual application. Do not use extra cream to make up for it. Keep the toothbrushing cue so remembering is easier next time.

My skin feels softer, but a mark is still there.

That can happen. Moisture changes at the surface and fading beneath it are different processes. The early softer feel is not a reason to expect every mark to have disappeared.

Can I add another retinol or exfoliant?

Fadewell already includes retinol and glycolic acid. More products do not necessarily mean better results and can increase irritation. Ask your clinician about using other active treatments on the same area.

What if it irritates my skin—or I see no benefit?

Stop if irritation occurs. If irritation persists, bruising changes unexpectedly, or you have a medical concern, seek professional advice rather than applying more or simply waiting longer.

YOUR DAILY REMINDER

Brush your teeth. Then apply Fadewell.

Before your first full application

Read the directions on your tube and patch-test on a small area for two days.



1. Brush your teeth.



2. Apply Fadewell.

WHEN

Morning and evening

Apply after brushing your teeth. If you shower, shower first.

WHERE

Both forearms and the backs of both hands

Include areas with no visible marks.

HOW

Massage gently until absorbed

Follow the application directions on your tube.

Stop use if irritation occurs. Follow the sun-care precautions on the next page.

USE & FURTHER READING

Keep these directions with your cream.

Sun protection matters.

Fadewell contains an alpha hydroxy acid (AHA), which can increase sensitivity to sunlight and the chance of sunburn. Use sunscreen, wear protective clothing, and limit sun exposure while using it and for one week afterward. Fadewell is not a sunscreen.

Follow the packaging directions.

For external use only. Avoid contact with eyes. Keep out of reach of children. Stop use if irritation occurs. If you take an anticoagulant, speak with your doctor before use.

A sudden increase in bruising, unexplained bruises, or other unusual bleeding deserves medical advice. This guide does not diagnose the cause of your marks.

About the ingredients and information

The guide highlights selected ingredients; your packaging carries the complete list. Ingredient research is not a clinical test of the finished Fadewell formula. Individual results vary.

- [DermNet: why purple marks appear on aging skin](#) — an explanation of the condition and its usual course.
- [Mayo Clinic: why skin bruises more easily with age](#) — common causes and when to get medical advice.
- [American Academy of Dermatology: what retinol does](#) — a dermatologist-written overview of retinol in skin care.
- [A clinical study of topical arnica and bruising](#) — studied laser-induced bruises and a specific arnica preparation, not Fadewell or recurring age-related marks.