

**Exploring Patients' Perception of their  
Preference between Cost, Comfort or Effectives  
in their choice of treatment for Facial  
Hyperpigmentation in a Gynaecology Clinic**

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## ABSTRACT

Hyperpigmentation is a condition where the skin is darkened in patches different from that of the surrounding skin. It plays a significant role in skin appearance and affects the confidence of some women. Like acne, disorders of pigmentation cause significant stress and embarrassment. In some cultures, such as in Asia, pigmentation concerns outweigh worries about developing wrinkles. Facial hyperpigmentation is one of the most commonly acquired pigmentary conditions in Asians and is also one of the most challenging conditions to be treated. The aim of this study is to explore patients' perceived preference between cost, comfort or effectiveness of therapy for the choice of treatment for facial hyperpigmentation.

The Q Switched Nd: YAG Laser is commonly used for the treatment of facial hyperpigmentation. This method is safe and effective. The dual wavelengths of this laser are 532 nanometre and 1064 nanometre; this extremely short pulse duration makes Q-switched lasers ideal for selective destruction of melanin. The Q Switched Nd:YAG is of the most common Q-switched lasers used today and it remains the gold standard treatment for some forms of facial hyperpigmentation.

This research is to explore the patients' perception of their preference between cost, comfort or effectiveness in their choice of treatment for facial hyperpigmentation. This research showed that 25 out of 30 patients (83%) studied in this questionnaire review chose effectiveness as their preference in

the choice of treatment for facial hyperpigmentation. These 83% of patients chose effectiveness as the most important influence in their choice of preferred treatment.