



# Aesthetics *Section*

The Aesthetic Medical Industry has grown rapidly over the last few years and is predicted to continue to increase. As our population grows older, more individuals are seeking solutions to the signs of aging. As these consumers search for ways to erase time, they are turning to the health-care professionals they know and trust, such as their family physician, gynecologist, or even dentist. Studies have shown that fewer individuals are visiting plastic surgeons for non-invasive procedures but turning to physician run spas and other medical specialties. This has led to physicians seeking education and expertise in the area of Aesthetic Medicine.

The American Academy of Anti-Aging Medicine has recognized this need and has responded by the creation of the Aesthetic Fellowship Program to educate our members on these new areas of patient service and practice income. In conjunction with this, we are pleased to present a new addition to the Anti-Aging Medical News, "The Aesthetic Section". This section is devoted to the latest scientific and commercial information related to Aesthetic Medicine. You will find not only scholarly articles, but editorials by the leading aesthetic companies describing their latest breakthroughs in the field.

As we look towards the future, Aesthetic Medicine will only continue to grow, leading to advancements in technology, devices, products, and treatments. We can expect that the best is yet to come and the American Academy of Anti-Aging Medicine will continue to be at the forefront by providing its members with the most up-to-date, state-of-the art advancements in Aesthetic Medicine.

*Thank you for your continued support,  
A4M Marketing Staff*



# AESTHETIC ANTI-AGING Redefines the



## **AESTHETIC ANTI-AGING FELLOWSHIP & CERTIFICATION** Redefines the Practice of Aesthetic Medicine

**The American Academy of Anti-Aging Medicine and The Ageless Aesthetic Institute** proudly presents the Aesthetic Anti-Aging Fellowship, a comprehensive medical education series in Aesthetic Medicine theory and hands-on procedural clinical experience.



### **Seven Part Series of Lecture, Live Demonstration, & Hands-On Procedural Training and Evaluation** in the following aesthetic treatments:

- Botulinum Toxin A Injections
- Facial Filler Injections
- Aesthetic Laser and Light Treatments
- Aesthetic Venous Treatments
- Body Contouring Techniques
- Chemical and Mechanical Resurfacing
- Cosmeceuticals

**Earn up to 130 AMA/PRA Category 1™ Credits plus Level 4 Certification** in accordance with American Medical Association guidelines for continuing medical education in New Procedures and Skills. Participants leave program certified competent to perform aesthetic procedures without supervision.

**Certification Process** consisting of a written evaluation exam and an oral case study presentation.



### **Fellowship Attendees** Enjoy:

- Non-biased, evidence-based medical curriculum
- Individualized hands-on procedural learning on live models
- Education and advice from leading experts in Aesthetic Medicine
- Practice development tools
- Best practices for patient selection, pre and post treatment precautions, informed consent, treatment alternatives, complication prevention and management, and the need for specialist referral



*The*  
**Ageless**  
AESTHETIC INSTITUTE  
Defining & Elevating the Practice of Aesthetic Medicine



# FELLOWSHIP AND CERTIFICATION Practice of Aesthetic Medicine

## **Course Completion Guidelines and Curriculum**

The four module lecture series will be held at the A4M World Congresses in Orlando, Washington, DC, and Las Vegas. Each module will feature a two-day lecture, discussion, and live demonstration program:

- Module I: Advanced Facial Sculpting and Contouring with Botulinum Toxin A and Facial Fillers
- Module II: Aesthetic Treatments Utilizing Lasers and Light
- Module III: Aesthetic Venous Treatments  
Body Contouring
- Module IV: Chemical and Mechanical Exfoliation  
Cosmeceutical Additives

The three module intensive hands-on clinical training series will be offered at The Ageless Aesthetic Institute locations in Columbus, OH and Seattle, WA:

- Module V: Facial Injectables
- Module VI: Aesthetic Lasers and Light
- Module VII: Sclerotherapy  
Body Contouring  
Chemical and Mechanical Exfoliation

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through joint sponsorship of the Foundation for Care Management (FCM) and The Ageless Aesthetic Institute (AAI). FCM is accredited by the ACCME to provide continuing medical education for physicians. FCM has verified that a physician may earn up to a total of 66 AMA/PRA Category 1 Credits™ by completing the Level 4 classification course, and is competent to perform the procedure without further supervision, in accordance with AMA guidelines for continuing medical education on new procedures and skills.

This activity has also been planned and implemented in accordance with the Essential Areas and Policies of the ACCME through joint sponsorship of the Medical Educator Consortium and the Aesthetic Anti-Aging Fellowship. MEC is accredited by the ACCME to provide continuing medical education for physicians. MEC has verified that a physician may earn up to 64 AMA/PRA Category 1 Credits™.

***Become one of the first Fellowship Trained in Aesthetic  
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***The American Academy of Anti-Aging Medicine at***

***800-558-1267***

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Sharon McQuillan, MD

The Aesthetic medical industry and MedSpa industry is growing exponentially, with no clear end in sight. The growing acceptance, availability, and affordability of many minimally invasive cosmetic treatments has fostered what Sander Gilman, Ph.D. has named the “Era of Glamour”. This era ushers in the premise that aesthetic treatments are part of a normal health routine with the goal of maintaining a natural and healthy appearance.<sup>1</sup> The following represent some the current trends in the field of Aesthetic Medicine, as well as a look to what the future may hold.

#### NEW VISION OF BEAUTY

An internationally conducted study by Allergan, Inc. suggests that there is a change in women’s perception of their beauty. Eighty-three percent of the women surveyed revealed that they wanted to look as natural as possible to better reflect their personality, expression, and protect their emotional well being. This is good news for office-based aesthetic practitioners. These findings coincide with the current aesthetic market drivers including both people’s desire and ability to minimize the effects of aging. They also reflect the new societal value of successful or healthy aging.

#### THE EXPANSION OF AESTHETIC MEDICINE AND THE PHYSICIAN CENTERED MODEL

This proliferation of consumer acceptance has resulted in an upsurge of technological and treatment advances, establishing Aesthetic Medicine as a subspecialty, with a defined body of knowledge and a standard of procedural

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# *aesthetic* TRENDS:

By Sharon McQuillan, MD

competence. This subspecialty is no longer limited to the fields of plastic surgery and dermatology, as many specialties are offering aesthetic medical treatments in order to better accommodate their patients' aesthetic needs. The American Academy of Anti-Aging Medicine has recognized the need to establish best practice standards in aesthetic medicine and in 2008 launched the Aesthetic Anti-Aging Fellowship, a seven part didactic and hands-on clinical training series and certification program.

Core physicians (plastic surgery, dermatology) account for 60.1% of the aesthetic procedures performed in 2006; non-core physicians (family practice, internal medicine, OB/GYN, etc.) accounted for 33.3%. Through 2011, non-core physicians will gain 35.2% compound annual growth in aesthetic procedure volume.<sup>2</sup> This expansion has caused many state and regulatory boards to move toward uniformity in licensure and training requirements. Additionally, best practice standards are emerging to ensure the safety and efficacy of aesthetic procedures.

Surveys show patients prefer to have cosmetic medical treatments in a medical environment. According to the International Association for Physicians in Aesthetic Medicine, most women felt that non-physician owned medical spas were unsafe. Additionally, 78% of those surveyed rated medical credentials as very important when choosing an aesthetic treatment provider.<sup>3</sup> In an Allergan sponsored-study taken in 2006, the reputation of the physician was just as important as environment in persuading clients to be treated in one office versus another. A physician-centered model that focuses on the doctor-patient relationship will prevail in the aesthetic industry moving forward.

**INJECTABLES ON THE HORIZON**

Facial injectables continue to dominate the aesthetic treatment market. Both Botulinum Toxin and hyaluronic acid injections were the top two nonsurgical cosmetic procedures according to the American Society for Aesthetic Plastic



Surgery National Data Bank Statistics. Many of the injectable manufacturers, such as Allergan and Medicis, have initiated direct to consumer marketing campaigns to further substantiate their market position. These campaigns include a branded message and products including print advertisements, television commercials, and patient brochures. A recent example of these campaigns would be Allergan's Express Yourself promotion featuring Botox Cosmetic™.

There are currently two Botulinum Toxin A products undergoing FDA trials. Medicis has recently submitted a biologics license application for Reloxin™. It is estimated that FDA approval will occur in early 2009. Mentor Corporation recently announced the approval from the FDA for Phase III clinical trials for its botulinum toxin product PureTox®. A unique feature of PureTox® is its stability and storage at room temperature. PureTox® is expected to receive FDA approval in late 2009-early 2010.

There are many hyaluronic acid fillers currently undergoing FDA trials. Medicis Aesthetics® has three products in the Restylane® family under trial in an

attempt to gain market share: Restylane® Touch, a small gel particle filler; Restylane® Lipp, specifically designed for lip enhancement; and Restylane® SubQ, a large particle size gel used for facial fat loss replacement. There are a number of hyaluronians formulated with lidocaine currently under trial. These include Eleveess™ (Galderma) and Prevelle™ Plus (Mentor Corporation). Other longer lasting hyaluronians under consideration include Belotero® (Merz), Puragen™ and Puragen™ Plus (Mentor Corporation), and Prevelle (Mentor Corporation).

**FOCUS ON RESURFACING**

Aesthetic patients are becoming more focused on the texture and pigmentary issues of their skin. Laser skin resurfacing is the fifth most popular nonsurgical cosmetic procedure, according the American Society of Aesthetic Plastic Surgery Cosmetic Surgery National Data Bank Statistics. Fractional resurfacing continues to dominate the aesthetic laser market. Fractional resurfacing involves

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the creation of multiple microthermal zones that affect a fractional volume of tissue. The treated areas are surrounded by viable tissue, which offers epidermal stem cells for rapid recovery. This innovative concept provides resurfacing with less risk and less down time. There are two types of fractional resurfacing: ablative resurfacing, in which multiple microthermal zones are vaporized, and nonablative resurfacing, in which microthermal zones are coagulated.

Ablative fractional resurfacing involves the excision or vaporization of columns of tissue. The untreated viable tissue offers epidermal stem cells which provide for more rapid healing. Additionally, the reduction in tissue volume allows for tightening to occur. Nonablative fractional resurfacing involves the coagulation of tissue to variable depths, allowing the stratum corneum to remain intact resulting in less down time.

## BODY CONTOURING

The market for body shaping procedures has experienced tremendous growth primarily due to the development of laser and light systems. It is predicted that body contour procedure volume will increase 52.2% annually to more than 7.4 million procedures by 2010.<sup>4</sup> According to the Center for Disease Control (CDC), obesity rates continue to climb, due to factors such as urban lifestyle, television and other technology, lack of physical activity and exercise, and the availability of low-cost high-calorie convenience foods. Body contouring treatment modalities include mesotherapy, noninvasive laser and light body contouring devices, laser lipolysis, and liposculpture.

The controversy regarding mesotherapy and injection lipolysis continues. The American Society of Aesthetic Plastic Surgeons (ASAPS) issued a statement in late 2007 urging patients to avoid injectable fat loss treatments due to the lack of FDA approval for the procedures, as well as the lack of published scientific reports and clinical trials. Noninvasive laser and light body contouring devices

employ modalities such as radiofrequency, infrared, diode and rhythmic massage, focused ultrasound, broad band light, and electroporation. We are seeing some progress with these devices; however, collectively the treatments involve numerous sessions and it is still unclear as to the longevity of the results.

The latest in surgical body contouring treatments involves the use of an infrared fiber optic laser for fat lipolysis. Examples of laser lipolysis devices include the Cynosure SmartLipo® and the Sciton ProLipo®. The interaction between the laser light and the adipocyte cause lipolysis with reduced bleeding. The laser's effect on collagen can result in skin tightening. Currently, aesthetic practitioners are utilizing laser lipolysis for difficult or forbidden areas for traditional liposuction such as the liposuction of the upper abdomen and upper thigh.

The gold standard for body contouring is lipoplasty. This surgical procedure is performed under local tumescent anesthesia and involves the physical removal of fat deposits from under the skin. Lipoplasty can be performed with a syringe or a suction device. I prefer the syringe technique, known as LipoSculpture because it is more precise and less traumatic to the tissue. Liposculpture provides a safe, effective, and permanent avenue for body contouring. Expect the trend of body contouring to continue to grow, as patients desire youthful body contours to match their youthful facial enhancements.

## A LOOK TO THE FUTURE

The baby boomer demographic will continue to be the major consumer of aesthetic services. There will also be a general trend toward health and wellness within this demographic. Anti-Aging and wellness medicine will become more prevalent as people strive to look as young as they feel. The ideal, successful



anti-aging center will recognize the synergy between aesthetic and anti-aging medicine and provide strategies to optimize health, longevity, and self-image. Centers that incorporate a menu of services which address the internal as well as external signs of aging of the body will thrive.

Aesthetic Medicine will continue to expand as the Baby Boomers continue to age. This expansion will continue to foster the advancements in effective technology, devices, products, and treatments. Certainly the best is yet to come in terms what we will be able to offer patients in antiaging and aesthetic enhancements over the coming years.

For more information on the Aesthetic Anti-Aging Fellowship or any further information on the topics discussed, please contact The Ageless Aesthetic Institute at 800-420-2689 or [www.agelessaestheticinstitute.com](http://www.agelessaestheticinstitute.com). ♦

## REFERENCES

1. First Aesthetic Anthropology Survey of Beauty and Grooming Across Cultures. Sept. 19, 2007. Allergan, Inc.
2. Primary Care and Medispa Expand Aesthetic Market. Medical Insight, Inc. July 2007.
3. IAPAM March 2007 Aesthetic Medicine Consumer Study.
4. Body Shaping and Cellulite Reduction: New Technologies Expand Market Potential. November 2007. Medical Insight, Inc.

# The Fellowship in Aesthetic Anti-Aging Medicine

The American Academy of Anti-Aging Medicine (A4M) recognizes patient desires to merge optimal health with image enhancement in an overall plan for healthful living. For that reason, on Oct. 1, 2007, the A4M announced the establishment of a Fellowship in Aesthetic Anti-Aging Medicine. This fellowship was created in recognition of the need to establish best practice standards in aesthetic medicine. Completion of the fellowship will enable medical professionals to learn the theory of aesthetic health and procedures, to receive individualized, hands-on training in these procedures, and to be evaluated on competency to perform the procedures according to standards set by the Board.

The fellowship certification process will consist of a written exam and an oral exam of case studies, complete with before and after photos to ensure accurate evaluation. Potential patients searching for a highly competent physician to perform non-invasive aesthetic medicine can rest assured that a physician who has acquired this status is fully qualified to perform aesthetic medicine services.

## DEVELOPMENT OF THE AESTHETIC ANTI-AGING FELLOWSHIP

The Aesthetic Anti-Aging Fellowship was developed to help define, elevate and standardize the practice of aesthetic medicine, primarily through an extensive evidence-based course curriculum, and hands-on procedural training courses offered to physicians and their medical staff in minimally invasive cosmetic procedures.

Currently, these procedures are not taught consistently in most residency programs. Aesthetic Fellowships are available for dermatologists and plastic surgeons; however, these fellowships cannot produce enough providers to meet the demand.

Due to the popularity and the revenue potential surrounding aesthetic medicine, many individuals are offering aesthetic procedures in non-medical settings with untrained, unqualified, and often unsupervised personnel. In some cases, this has resulted in adverse events for patients and legal troubles for the treatment providers involved.

At this time, the commercial vendors of these many devices and products provide

most of the education in these procedures. Many of these training programs occur without proper physician supervision, appropriate licensure, liability insurance coverage, and patient follow-up. By establishing a formalized educational standard for aesthetic medicine, the A4M hopes to promote public awareness and safety.

## WHY ATTEND THE AESTHETIC ANTI-AGING FELLOWSHIP?

Aesthetic medicine is receiving enormous attention. Many of the pharmaceutical companies are participating in direct-to-consumer marketing, the press is focusing on its potentials, and mainstream and cable television shows are touting its benefits. As a result, prospective patients are becoming more savvy and asking questions concerning the training and skills of the physicians they chose for these services. This course allows these practitioners to attain the needed training to practice safely and to perform quality care. It provides the appropriate skill training for the physician and medical professionals so no matter what other specialty training has been achieved, they will be educated in the many elements of quality aesthetic medical care including patient selection, pre- and post-treatment precautions, informed consent, treatment alternatives, and complication prevention and management for the most commonly performed aesthetic procedures.

"This is a great educational opportunity for treatment providers to successfully transition into performing high-quality procedures via a standardized, licensed, structured, non-biased, CME program that will be overseen by a board of physicians who are aesthetic practitioners," says Sharon McQuillan, MD, founder of the Ageless Aesthetic Institute in Columbus, Ohio, and course director. "Additionally, it supports patient confidence in the care of a physician through knowledge of his or her board certification in this specialty."

The Aesthetic Anti-Aging Fellowship is offered by the A4M in conjunction with the Ageless Aesthetic Institute. The A4M is a not-for-profit medical society that seeks to disseminate information concerning innovative science, research, and treatment modalities designed to prolong

and enhance the human lifespan. Since the A4M's inception in 1992, founders Drs. Ronald Klatz and Robert Goldman have tirelessly promoted the subspecialty of anti-aging medicine and other cutting-edge developing medical subspecialties. The addition of the Aesthetic Anti-Aging Fellowship is a natural progression in the A4M's commitment to medical excellence and educational programs for medical professionals and their patients.

## COURSE COMPLETION GUIDELINES AND INFORMATION

The Aesthetic Anti-Aging Fellowship is a seven-part series consisting of a four-module lecture series and a three-module intensive, hands-on clinical training series in the following aesthetic treatments:

- Botulinum Toxin A Injections
- Facial Filler Injections
- Aesthetic Lasers and Light
- Aesthetic Venous Treatments
- Body Contouring Techniques
- Chemical and Mechanical Resurfacing
- Cosmeceutical Additives

## TRAINING LOCATIONS

The lecture modules (I-IV) will be taught at the Academy World Congresses in Orlando, Washington DC and Las Vegas. The clinical portions (Modules V-VII) will be conducted at Ageless Aesthetic Institute facilities in Columbus, Ohio, Seattle, Wash., and Sarasota, Fla.

## CONCLUSION

Aesthetic medicine must be brought into conventional medicine first and foremost for the protection of the patient, but also to prevent and resolve areas of conflict and discussion. The lack of delineation of a clear body of knowledge, skills, training and an accompanying certification has led to many problems, such as turf wars, patient safety issues, threats of legislative regulations, and more. This fellowship, with its vision of uniform excellence and safety in the care of patients, brings to availability standards and qualifications that every aesthetic medicine professional should desire to achieve. ♦

# Quality Products and Good Economics from Sciton

When one surveys the landscape of anti-aging, wellness and aesthetic devices, it becomes evident that some companies are all about the story while others are all about technology. Some shout loudly and aggressively about breakthrough, world-changing products with unbelievable claims while others work more quietly, turning out quality products with thoughtful design and long-term value. An example of the quiet, quality company is Sciton, Inc., based in Palo Alto, California.

**Heritage:** Sciton was the second company founded by medical laser pioneer, Jim Hobart. Over 40 years ago, in 1967, Dr. Hobart founded Coherent Lasers as the first and eventually largest medical and industrial laser company, with a rich history of innovative, effective and quality products. Eleven years ago, he founded Sciton to focus more specifically on the aesthetic challenges of our aging population.

An example of quality products Sciton quietly builds is their BBL™, a tabletop broad-band pulsed light device that treats many popular aesthetic applications. If you visit online medical blogs, you will often see the BBL described as the best product of its kind, the best-in-class, by practitioners with experience with many machines.

**Economic excellence:** Some companies require that multiple expensive handpieces be purchased to treat the full range of patient conditions, BBL comes fully equipped and able to do it all, no assembly required. BBL is built so well it comes with a 3-year, full-service warranty that includes unlimited pulses for all procedures for 3 full years. There are no hidden charges with any Sciton system, no disposables or limited-life handpieces, no per-pulse charges or short-term warranties. BBL economics are excellent.

**Cool and controlled:** But BBL is more than a photon generator. The concept of cooling for comfort and epidermal protection is taken to new levels of control. The photo above shows the dramatic change in treatment outcome affected by only a 4° C change in skin temperature. As indicated, the energy, pulse width and wavelength



are unchanged. The 28°C treatment area is very aggressive while the 20°C area is insufficiently treated. At 24°C this combination of parameters works safely and effectively. The precise control of cooling gives the practitioner better control of efficacy, consistency, comfort, safety, repeatability and practice efficiency.

BBL is a powerful device and does not lose power over time for two reasons. First, twin lamps are mounted vertically in the handpiece that share the load and contribute to consistent energy and long life. Second, BBL samples every pulse to ensure correct output. Safety systems increase the electron flow into the lamps to maintain the selected energy output.

**Versatile:** In addition to excellent resolution of reds, browns, unwanted hair and general skin rejuvenation, BBL has an optional accessory called SkinTyte™. The SkinTyte accessory has proven to be a popular replacement for both RF and light-based skin tightening devices that charge per-pulse or per-procedure with disposables. It is fast, effective and comes with unlimited pulses for 3 years. It has a large contact area for rapid treatments and direct temperature control for maximum benefit.

BBL is a versatile, valuable and durable device that is quietly expanding aesthetic and wellness practices around the world. It is one of a family of high-quality devices from a company that delivers what it promises. BBL can even be installed as a module on Sciton's PROFILE™. The powerful skin-sculpting, fractional resurfacing and hair removal laser system.

**Promise fulfilled:** Ultimately, what the company claims is not as important as what the customer experiences. Sciton has happy and articulate owners and they say it best.



Ellen Turner, MD, a Cosmetic Dermatologist in Texas writes:

"I tell my patients that my Sciton laser is like a Ferrari is to the car market. It exceeds expectations and performs wonderfully. It achieves excellent results, which pleases my patients and me. I would recommend the Sciton PROFILE to anyone interested in purchasing a laser."

From Women's Health Group of Southern Georgia, Mark Norvell, MD, writes: "Having worked with many other lasers in the past, we have found that Sciton far exceeds the others not only in the effectiveness of the treatments but also in their customer support. I would highly recommend Sciton to anyone looking to expand their aesthetic practice."

From Beverly Hills, Ezra Kest, MD writes: "The Sciton PROFILE system has become an indispensable component to my practice almost immediately after its purchase in 2000. Here at the Kest Clinic, the Sciton PROFILE system is in use every day either by my physician assistant or myself. We have recently added the ProFractional component and are extremely happy with this particular addition. The laser is easy to learn and use, we are very pleased with the results and most importantly, the patients are happy."

Quietly consider the Sciton BBL or PROFILE when looking to add a powerful, versatile, valuable device to your practice. Visit Sciton at the A4M exhibits or at [www.sciton.com](http://www.sciton.com). ♦



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Exhibit 803

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# HOYA ConBio Launches The V-Raser: A Compact Solution For Vascular Lesions

NEW LASER – ONLY 4 LBS – OFFERS TARGETED TREATMENT, NOVEL DESIGN

FREMONT, Calif., April 21, 2008 — HOYA ConBio,™ a global leader in dental and aesthetic lasers, today announced the U.S. launch of the V-Raser diode laser for treatment of vascular lesions. The extremely compact V-Raser was unveiled at the 28<sup>th</sup> Annual Conference of the American Society for Laser Medicine & Surgery, offering physicians an effective solution for common red and blue blood vessels, including facial telangiectasias.

“The V-Raser is uniquely suited to be an integral part of any aesthetic medical practice,” said Timothy S. Gehlmann, President & CEO, HOYA ConBio. “The targeted design of the V-Raser complements other laser and light-based therapies for comprehensive treatment of photodamaged and photoaged skin. Because facial spider veins are so common, physicians will be able to use this laser on virtually every one of their cosmetic patients.”

The 980 nm wavelength of the diode laser offers safe, effective treatment of high-flow blood vessels, including red and blue vessels, especially on the face. Variable spot sizes allow physicians to reach small, hard-to-treat areas such as the crevices and sides of the nose. Resolution is achieved in one to three treatments, depending on the size of the vessel.

“The V-Raser is a revolutionary new vascular lesion laser that’s different from anything else out there,” said David Goldberg, MD, Director of Skin Laser & Surgery Specialists of N.Y./N.J. and Clinical Professor of Dermatology at Mount Sinai School of Medicine. “The ideal patient is that individual who has photodamage and a variety of blood vessels, including telangiectasias, on his/her cheeks and nose. The V-Raser is uniquely successful in removing a variety of facial vessels with

minimal patient discomfort. And, it’s the smallest laser I’ve ever seen.”

Weighing only 4 pounds, the V-Raser is extremely compact and can fit anywhere in a physician’s clinic. Priced at \$29,950, the V-Raser is a cost-effective tool introduced by Hoya ConBio, developers of the MedLite and RevLite Q-Switched Nd:YAG lasers, widely regarded as workhorses of the aesthetic industry.

**About HOYA ConBio:** HOYA ConBio designs, manufactures and markets sophisticated laser systems used in dental and aesthetic medical practices worldwide, widely recognized by practitioners

as “The World’s Most Reliable Lasers.™” The company’s innovative technologies are highly versatile, clinically effective, and offer rapid return on investment. Headquartered in Fremont, Calif., HOYA ConBio maintains a worldwide product and service distribution network. For more information, call 800-532-1064 or visit [www.conbio.com](http://www.conbio.com). ♦



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# VelaShape Clinical Studies Demonstrate Effectiveness for Circumferential Reduction and Cellulite Treatment.

Syneron's (Irvine, Calif.) newest body contouring device, the VelaShape, has received FDA clearance for the temporary reduction of thigh circumference. VelaShape also holds the first Class II FDA clearance for cellulite reduction.

VelaShape features elōs (Electro-Optical Synergy) technology, Syneron's combination of bipolar radiofrequency (RF), infrared light energies, plus negative pressure and mechanical tissue manipulation. The synergistic combination of infrared and conducted RF energies increase the oxygen intracellular diffusion by heating the skin. Vacuum and rollers manipulate and smooth out the skin to facilitate safe and efficient energy delivery. The net result is a reduction in the circumference of the treated area and a smoother appearance of the skin.

This non-invasive solution to cellulite is one that Dr. Cheres LaPorta, Family Physician practicing in Patchogue, N.Y., is providing to her patients. "In my practice, patients request cellulite and fat reduction, but they don't want to go under the knife," she said. "VelaShape allows us to treat cellulite and promise circumferential reduction, which really no other device can achieve so reproducibly. Even people who've had liposuction, mesotherapy, or injectable chemicals don't have the smooth skin or reduced dimpling I've seen in patients treated with the VelaShape. The VelaShape is also a lot less frightening than those other methods."

Results of past VelaShape clinical studies have shown an average reduction of nearly two centimeters on thigh circumference. The most recent VelaShape clinical studies found that with five VelaShape treatments each spaced one week apart, patients were able to obtain, on average at the 1 month follow-up: abdomen 7.4 cm, buttocks 4.3 cm, and thighs 2.2 cm. The mean of overall reduction of all zones was 5.4 cm.

VelaShape offers a viable solution to treat post-pregnancy or "Body After Baby" women. Patient L.D. complained about the inability to lose her excess stomach

## VELASHAPE BODY AFTER BABY



Before



After

Post 5 VelaShape Treatments  
Photos courtesy of Marc Winter, MD

## VELASHAPE BODY AFTER BABY



Before



After

Post 3 VelaShape Treatments  
Photos courtesy of R. Geronomous, MD

adipose tissue despite diet and exercise. She underwent 5 VelaShape treatments and experienced an average reduction of at least 7.5% in each of her body parts treated. The patient was extremely thrilled with her results and described her end result as feeling much more attractive and less frumpy. Her pant size went from a size 12 to a size 8.

Dr. John Shieh, practices in Pasadena, CA, and is looking to expand his medical facility with the VelaShape. With the emergence of the body contouring market, patients are much more aware of the various non-invasive options they can choose from. In addition, Dr. Shieh added that primary care physicians are becoming much

more educated and aware of the leaps and bounds that technology has come from just a few years ago, driving more physicians to consider incorporating effective top-of-the-line aesthetic equipment.

Dr. Shieh believes that VelaShape has an edge on other body shaping modalities. "One major advantage is that the VelaShape is the first device actually cleared by the FDA for this application," he said. "VelaShape is unique in that it focuses its energy by isolating the treatment area from the rest of the body." ♦

## Syneron Ensures Success.

In 2002, I added aesthetic services into my practice because I wanted to provide my patients with what they wanted, not just what they needed. Syneron offered more than technology – they offered the tools and solutions to make my venture into aesthetic medicine successful. I now have the freedom to balance my professional with my personal life...which means more quality time with my wife. **Thank you Syneron for making it happen.**



John Shieh, M.D.  
RejuvaYou - Pasadena, CA

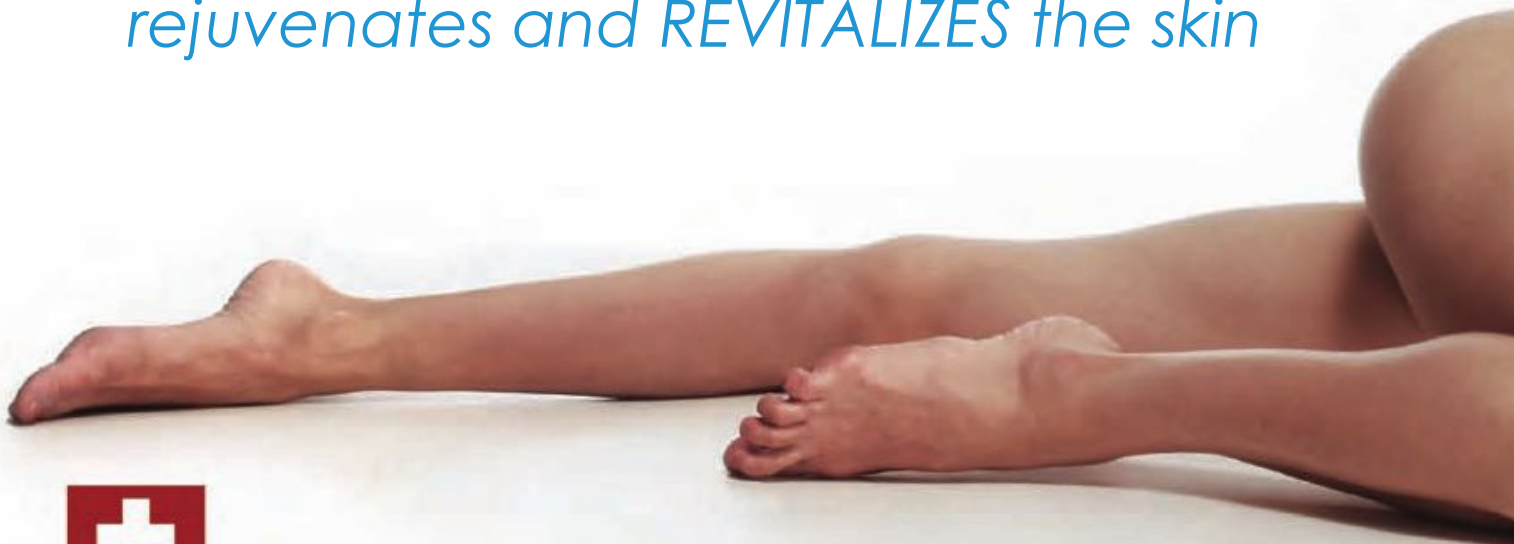
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~ A dream is a wish your skin makes ~

This season, give your skin a taste of heaven with *jane iredale's* new tinted moisturizer, *Dream Tint*.™ Whether you fantasize about creamy, lightweight coverage with anti-aging effects or an efficacious primer for your mineral base, *Dream Tint*™ will make all your beauty dreams come true. Like most dreams, *Dream Tint*™ glides on effortlessly; the oil-free formula is easily absorbed for a no-mess, trouble-free application and provides instant UVA/UVB SPF 15 protection. Active ingredient titanium dioxide provides sun protection and boron nitride creates a soft focus effect on the skin that minimizes the appearance of fine lines and pores for a flawless finish. Plus, sea lipids help improve skin's elasticity and prevent trans-epidermal water loss. Never before has a tinted moisturizer granted so many beauty wishes!

You can use this product alone or as a tinted moisturizer – or try one of the peach and lilac shades as a primer that will even out any skin tone. Warm bronze is also available for an added lift to your complexion, giving you that day-at-the-beach look.

*Dream Tint*™ retails for \$36.

*jane iredale* – The Skin Care Makeup® is a comprehensive line of mineral cosmetics that provides products with the utmost integrity and the ability to enhance the lives of women through its effectiveness, simplicity and beauty. Founder and president Jane Iredale has worked with world-renowned plastic surgeons and dermatologists in the development of her line because she believes makeup should be as good for the skin as it is aesthetically pleasing. The extensive product line is carried in fine spas, cosmetic apothecaries, and retail locations worldwide, as well as online ([www.janeiredaledirect.com](http://www.janeiredaledirect.com)). Consumers may call toll-free for a *jane iredale* location nearest them at 800-762-1132.







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# Study Confirms Electroporation Advantage

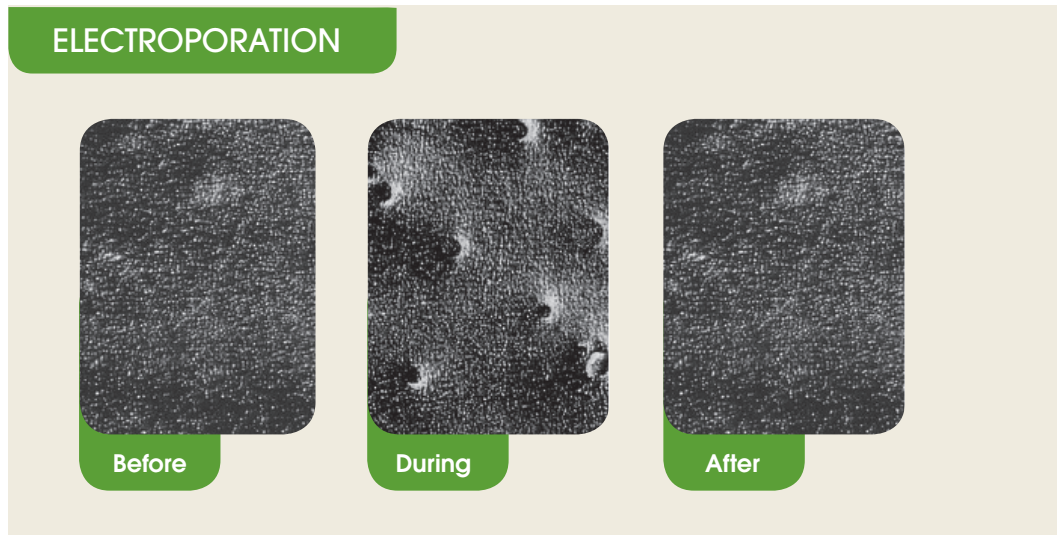
## *500 Times More Effective Than Iontophoresis*

Expanding therapeutic opportunities presented by transdermal delivery of drugs has a major benefit in the area of aesthetics. Transdermal drug delivery has advantages over oral, injection or intravenous administration due to its non-invasive nature, convenience, lack of trauma and avoidance of first-pass degradation or absorption in the gastrointestinal tract. Highly localized treatment is possible with the benefit of absorption into the dermal blood supply and the lymphatic system.

Several device manufacturers claim an ability to deliver topicals through the epidermis and achieve significant penetration in deeper layers of tissue to duplicate the efficiency of a syringe injection. However, efficient delivery of materials to a significant tissue depth mandates that the concentration and quantity of topical be maintained without significant dilution. Penetration therefore must be fast and not limited by the sparse distribution of the appendages in tissue. The technology and method used for delivery is the most important factor in duplicating syringe injection techniques.

Understanding technology differences may have a significant impact on a practitioner's choice of equipment for transdermal delivery and the success experienced by patients. Previously, the potential of transdermal delivery was restricted by the need to limit drugs to a molecule size sufficient to migrate through an intact stratum corneum. The protective qualities of the stratum corneum exclude the transfer of all but the smallest molecule ingredients.

Needle injection is efficient in delivering medication to a required depth in tissue, but includes downsides. While these downsides may be insignificant



in non-aesthetic medicine, they are critically important to those patients undergoing aesthetic therapy, especially with applications in which multiple injections are required over several sessions of treatment.

The technology associated with transdermal drug delivery, particularly iontophoresis, electropermeabilization and electroporation, is complex and most often familiar to those in the fields of molecular and cellular biophysics. Iontophoresis devices are often promoted as electroporation systems and claim transfer of materials to a significant depth in tissue, despite the fact that the technology they use is entirely unsuited for this purpose.

So, what are the essential differences between iontophoresis and electroporation? Iontophoresis relies on active transportation of a drug within an electric field using a simple Galvanic current. Research performed at the Roswell Park Cancer Institute in Roswell, N.Y.,

found that iontophoresis typically delivers 100 times less drug volume than an injection, but provides higher local concentrations than oral administration.\* In applications that attempt to duplicate injection mesotherapy for the treatment of cellulite, this downside may be significant since the number of transdermal pathways available via electroporation is more than 500 times greater than with iontophoresis.

Success of injection mesotherapy for cellulite, or injections for reduction of deeper fat masses, demands that a specific amount of drug – kept close to its original concentration and without significant dilution – is placed at an optimum depth. In iontophoresis, the potential pathways for ingredients are restricted, forcing the majority of drugs to permeate the skin via appendageal pores such as hair follicles and sweat glands. These routes only account for about 0.1% of the skin's surface, making

continued on **next page**

drug delivery via iontophoresis inefficient when a large area of tissue requires treatment. Moreover, penetration via the appendages is slow; therefore, dilution is a factor influencing potential success.

In contrast, the number of transdermal pathways available via electroporation is more than 500 times greater than with iontophoresis. To improve absorption and defeat the protective qualities of the stratum corneum, iontophoresis device manufacturers sometimes recommend removing layers of the epidermis via microdermabrasion. While this may seem to enhance permeability, this step is not required with electroporation. Cellulite treatments most often address upper thigh and buttock areas; therefore, the use of any form of microdermabrasion as a pre-treatment would seem impractical, time consuming, uncomfortable and extremely messy.

Electroporation is the basic mechanism of tissue injury in high-voltage electric shock and occurs as a result of the re-orientation of lipid molecules to form hydrophilic pores or microconduits. For example, the technique used in the DermaWave No-Needle Mesotherapy (NNM) System (DermaWave, Loxahatchee, Fla.), uses short, intense electric pulses that alter the electrical potential and form aqueous pores in the membrane.

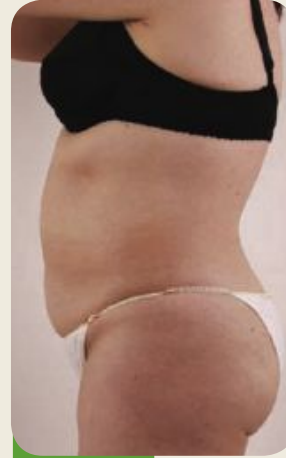
These pores, or microconduits, are numerous, providing the opportunity to deliver compounds evenly into tissue without the need to alter, change or remove the stratum corneum. Radioisotope lymphography studies confirm transfer of topical medication into the lymphatic system in less than 20 minutes, and even distribution and retention in tissue up to 24 hours.

Electroporation proceeds in a domino-like manner across tissue, with the strongest effect being directly beneath the drug application accessory. Significantly, some device manufacturers utilize separate accessories for the

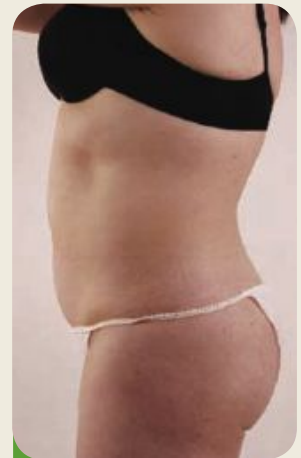
**Protocol: Abdomen, age 35, volume; 15 cm circ. decrease**



**Before Tx**



**After 5 Tx**



**After 10 Tx**

delivery of electrical pulses and application of topicals. This technique has some problems, since efficient electroporation requires that the electrical energy is delivered in a consistent manner to tissue with simultaneous delivery of medication. Microconduits return to pre-treatment size a few milliseconds after the pulse is turned off, and dilation time may be augmented by increasing the duration of the pulsing waveform. However, to achieve maximum transport potential, treatment strategy requires that the applicator is in relatively continuous contact with the tissue area to be treated.

Electroporation delivery of Methylene Blue (MB) showed much greater penetration than dye delivered by iontophoresis – which provided minimal penetration – in the Roswell study. Material delivery is enhanced by energy in the form of pulses, and even at low electroporation levels, delivery of MB was dramatically higher than with iontophoresis.

The DermaWave NNM System utilizes additional strategies to enhance transdermal delivery. Electroporation is preceded by laser-based treatment to increase cell permeability, metabolic rate and blood perfusion. Additional waveforms are delivered sequentially in combination with the electroporation waveform. The treatment protocol may be used in combination with proprietary gel formulations. ♦

\*A Pulsed Electric Field Enhances Cutaneous Delivery of Methylene Blue in Excised Full Thickness Porcine Skin. *Journal of Investigative Dermatology* (1998) 111, 457-463; doi:10.1046/j.1523-1747.1998.00301.x: Johnson, Gallo, Hui and Oseroff Department of Molecular and Cellular Biophysics and Dermatology, Roswell Park Cancer Institute, Buffalo, N.Y.

# Soprano<sup>®</sup>XL - *Virtually Painless Laser Hair Removal*

By Dr. Stan Castor

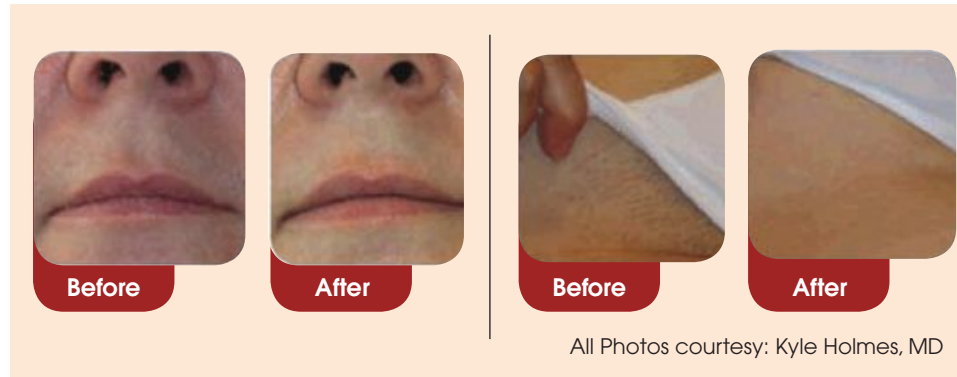
The Soprano<sup>®</sup> XL laser by Alma Lasers provides the latest technology for permanent hair reduction that is virtually pain free. This 810 nm diode laser allows practitioners to offer patients excellent clinical results, minimal side effects and almost painless hair removal. The Soprano<sup>®</sup> XL is able to provide superior results due to Alma's exclusive IN-Motion<sup>™</sup> technology, Alma's CW Pulse<sup>™</sup> and the DualChill<sup>™</sup> cooling system, in addition to the gold-standard diode laser system using a 10 Hz repetition rate.

The Soprano<sup>®</sup> XL IN-Motion<sup>™</sup> technology is a proprietary technology that diminishes pain. The high average power, low fluence, high repetition rate of Alma Super Hair Removal mode (SHR) pulses slowly increase the temperature of the hair follicle containing the cells responsible for hair regrowth. By constantly moving the hand piece during treatment, the energy is delivered safely and more uniformly, eliminating skip spots and ensuring patient comfort.

CW Pulse<sup>™</sup> technology allows homogeneous distribution and more effective fluence to be delivered with improved patient comfort. The unique pulse structure of the Soprano<sup>®</sup> XL incorporates two discrete pulses. The first is a preheated long pulse that safely heats the tissue; the second is a short pulse that effectively destroys the hair follicle and its surrounding vasculature.

Cooling for Soprano<sup>®</sup> XL comes from the Sapphire DualChill<sup>™</sup> tip. In addition to the comfort achieved by IN-Motion<sup>™</sup> technology, DualChill<sup>™</sup> makes it even more comfortable, virtually eliminating the need for cold gels or analgesics. An optional Zimmer Cryo 5 air chiller can make the experience even more pleasant for the patient before, during and after the treatment. DualChill<sup>™</sup> technology helps preserve the epidermis and allows safe fluences for any skin type.

Soprano<sup>®</sup> XL features a large 12x10 mm spot and up to 10 Hz repetition rate in the SHR mode. A low fluence for IN-Motion<sup>™</sup>, not high, makes the Soprano<sup>®</sup> XL unique for laser hair removal. Instead of using high fluence to eliminate unwanted hair, it heats the hair follicles at a lower fluence to the proper damage point gradually – without discomfort or longer treatment times.



All Photos courtesy: Kyle Holmes, MD

Soprano<sup>®</sup> XL works on all pigmented hair and all skin types, including tanned skin.

My personal experience with the Soprano<sup>®</sup> XL has been superior to any other hair removal laser I have used. The SHR mode allows the laser to fire at 10 times/second using a sweeping motion with the hand piece. Constantly moving the hand piece allows for the energy to be delivered safely and more uniformly, with less skipped spots. In addition, the motion causes less patient discomfort and drastically decreases the treatment time. Average treatment time for a man's back is approximately 15 minutes, while a woman's entire legs generally are treated in less than 30 minutes.

The touch-screen user interface is easy to use and learn. The program and energy level in joules is selected, followed by the speed (SHR) 10 Hz mode or pulsed 3 Hz mode. The Soprano<sup>®</sup> XL also offers dual cooling mechanisms for superior epidermal preservation: sapphire tip contact cooling and an integrated Cryo5 Zimmer (cold air) adapter. The combined cooling technologies (DualChill) increases patient comfort and allows a higher fluence for any given skin type. The cooled sapphire window touches the skin while the cold air from the Zimmer

chiller hits the skin before the pulse for additional cooling. Unlike other diode lasers for hair removal, I have found no need for topical analgesics or ice. The Soprano<sup>®</sup> XL with the connected Zimmer chiller allows the cold air to be directed in the area directly in front of the moving hand piece for improved patient comfort.

The diode laser technology has been widely considered the gold standard for hair removal systems since its introduction in 1998. I have found approximately 90% reduction in hair with four to six treatments administered about four weeks apart. I have also found less perifollicular edema and redness with Alma's improved technology.

The Soprano<sup>®</sup> XL is relatively lightweight at 110 lbs. compared to other systems. Consequently, the machine is easily transportable to additional offices. The laser system plugs into a standard 110V outlet. There are no consumables with this system, allowing for a quicker return on investment. I also have found that the rapid treatment time allows us to schedule more patients in less time during the day. This results in increased revenue and more efficient use of staff time doing laser procedures. ♦

**DR. STAN CASTOR** is a native Floridian and is married with three children. He attended Florida Southern College and graduated cum laude. Dr. Castor then studied medicine at the University of Pennsylvania School of Medicine in Philadelphia. He completed his internship and residency in general surgery at Emory University Affiliated Hospitals in Atlanta, Ga. Dr. Castor continued his training in plastic surgery at the Cleveland Clinic Foundation in Cleveland, Ohio. In addition, he completed a prestigious cosmetic surgery and laser fellowship with world-renowned plastic surgeons Drs. Baker, Stuzin and Baker in Miami, Fl.



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Expect to turn back the clock on aging!

**FACE:** Revitalizes and tightens the skin, making it softer, smoother and younger looking! Diminishes fine lines and wrinkles. Pore size is improved, along with textural irregularities caused by acne, eczema, melasma, rosacea, and other skin imperfections.

**BODY:** Drop sizes in a few short months. Works on arms, thighs, hips, and buttocks. Tones, lifts and shapes the muscles while tightening loose skin. Increases blood circulation and effectively reduces cellulite and stretch marks.

Examination of skin tissue treated with microcurrent showed a 45% increase in the number of elastin fibers in the dermis. The length of the fibers doubled, on average. Collagen thickness in connective tissue increased 10% and the number of blood vessels increased by 35%. The applications of microcurrent to skin and tissue produce a firmer and tighter feeling on the skin surface.

It also is excellent to help promote better circulation of the blood and lymphatic system. The automatic wave



modulation procedure is designed to repair, re-educate and rejuvenate dull and aging skin without invasive augmentation. ♦

**For more information, contact:**

Janet A. Brune, Director  
Beautiful Image, LLC  
P.O. Box 771328  
Ocala, FL 34477  
352-804-6751 or 239-216-1123  
j.k.brune@att.net



# Skin Exfoliation Is an Important Aspect to Younger and Healthier Skin

As we age, we develop drier and less healthy skin layers. Through the natural principles of aging, the skin simply loses its ability to retain moisture.

Accelerating the dehydration and forming of less healthy skin layers are the environmental factors most of us are exposed to on a daily basis. Dry and heated air in our homes, pollution, smoke and diet are all impacting our skin care on a dramatic level like never before. As a result, we must take action to both moisturize our aging skin, as well as remove dead skin cells to stimulate newer, healthier and tighter skin layers to surface.

As epidermal turnover rate slows with age, exfoliation takes on greater importance in keeping the skin looking fresh and radiant. This also allows moisturizers to be effectively absorbed, which help to keep the skin looking youthful. Greater exfoliation is even more necessary during hot, humid months. When your skin is under attack from UV rays and humidity, it will not shed, or turn over, as often as it should. This often results in dense, clogged skin, acne and an increase in keratosis pilaris.

Exfoliation is one of the most commonly overlooked and neglected aspects of vital and healthy-looking anti-aging skin care. It is one of the easiest and cheapest rituals you can add to your current skin care regimen, and brings about dramatic results for anyone – but especially those who have neglected this aspect of healthy skin in the past. The accumulation and buildup of trapped impurities and dirt due to lack of proper removal and exfoliation tends to leave skin looking dry, dull and rough.

Exfoliating can be compared to gardening. When you dead head or prune your flowers or plants, it stimulates the production of fresh, new flowers. The

same applies to your skin; when you exfoliate your skin, you help stimulate the production of new collagen, bringing fresh new skin to the surface.

## Benefits of Exfoliating Include:

- Removes dry, flaking and scaly skin.
- Improves the texture of dull skin, making it more vibrant.
- Stimulates collagen to bring newer, healthier and tighter skin layers to the surface.
- Increases the efficacy of moisturizers and other anti-aging products, allowing them to penetrate deeper.
- Reduces the appearance of fine lines and wrinkles.
- Cleans and unclogs pores, reducing the appearance of enlarged pores.
- Keeps the skin healthy and helps reduce and prevent blemishes and acne.
- Helps reduce the appearance of keratosis pilaris (small bumps on arms and legs).
- Helps reduce razor bumps and ingrown hair.
- Helps retain your tan when you exfoliate before self-tanning or sun tanning.

*The MicrodermaMitt® is an all-natural, deep-cleansing, exfoliating mitt designed to keep your skin looking its best throughout your life. It can be used by men and women of all ages and is fine for even sensitive skin. It does not contain any soap, cleanser, chemicals or other artificial ingredients. It is made of 100% floss silk that works by gently gripping the skin when water is applied, causing the dead skin cells to roll off the face and body. ♦*



**MicrodermaMitt®**

By Judy Nural, Founder and President of MicrodermaMitt, Inc. Judy markets a line of all-natural skin care mitts and olive oil products to enhance the health and beauty of skin in simple and natural way. For more information, call 866-450-MITT (6488) or send an e-mail to [info@microdermamitt.com](mailto:info@microdermamitt.com).

# Jan Marini Skin Research, Inc.

Jan Marini Skin Research, Inc., based in San Jose, Calif., was founded in 1994 by noted skin care researcher and glycolic acid pioneer Jan Marini, and reflects her continuing commitment to identifying and marketing significant skin care breakthroughs via the professional skin care market.

Marini has developed a comprehensive line of more than 50 products that can address common skin conditions, ranging from fine lines and wrinkles to acne and rosacea.

Jan Marini products are acclaimed by the medical community and have achieved "cult status" among Hollywood makeup artists and celebrities for their effective therapeutic benefits. Skin care professionals and consumers alike trust Jan Marini to deliver remarkable products for amazing skin, hair, eyelashes and lips.

## JAN MARINI, THE "DERMA DIVA"

Jan Marini, president and CEO of Jan Marini Skin Research (JMSR), is more than one of the most respected names in skin care. Marini's passionate commitment to healthy skin – as an educator, innovator and product researcher – prompted one journalist to dub her the "Derma Diva."

Marini pioneered medically validated skin care preparations and has formed associations with some of the world's leading physicians and research scientists. Today, her products are used worldwide to treat common skin conditions such as aging, sun damage, acne and rosacea, and as complementary adjuncts to many popular medical procedures.

Marini's research led to technology breakthroughs that were years ahead of the commercial marketplace. Well before the technology was available to the mass market, Marini pioneered the use of glycolic acid to improve the skin's appearance and texture. She was also among the first to market a stable topical vitamin C technology to promote healthier skin.

Marini is a familiar guest on radio and television programs, and her products frequently are featured in regional and national media. She is also a sought-after speaker for medical conferences and beauty industry events, and is renowned for her ability to turn complex technical data into comprehensible and fascinating insights.

## MARINI LASH

In 2005, JMSR revolutionized eyelash enhancement with a technological first that inspired a host of imitators. Now, JMSR sets the pace again by introducing Marini Lash, a proprietary and spectacular non-prostaglandin eyelash formulation. JMSR research and development uncovered a recently discovered

proprietary peptide which, when combined with other essential factors, produces extraordinary eyelash and brow enhancement.

"For three decades, I have been dedicated to developing products that provide men and women with real solutions for their skin and hair, offering them the full benefit of the latest scientific innovations," said Marini. "I was overwhelmed by the incredibly passionate response of women worldwide to my previous eyelash enhancement formulas. I am confident that Marini Lash will give everyone spectacular-looking, lush lashes."

## AGE INTERVENTION® HAIR REVITALIZING CONDITIONER

Age Intervention Hair Revitalizing Conditioner is a stunning new technology that dramatically improves the appearance of aging, environmentally and chemically damaged hair. Like the rest of our physiology, hair actually ages. Most people experience thinning hair to some degree, and individual hair strands become smaller in diameter as we age. As this process continues, hair becomes more fragile and less able to withstand the stress of chemical treatments, blow dryers and flat irons. As damage increases, hair reflects less light and appears drier and less dense, with a corresponding decrease in body and manageability. These concerns can often be observed in people as young as their early 20s.

Jan Marini believes everyone can enjoy lusher, fuller and younger-looking hair. "Studies have demonstrated that a person's age can be closely determined just by looking at pictures of the back of the head," says Marini. "Today, there are many options to rejuvenate the face and body. However, as hair ages and styling options become increasingly limited, everyone looks older. Hair rejuvenation is the next anti-aging frontier."

Results are visible from the first application of Age Intervention Hair Revitalizing Conditioner. This unparalleled styling product immediately gives hair a renewed appearance of body and bounce. After two weeks, hair will appear significantly thicker and fuller, and results will become progressively more pronounced with continued use.

Age Intervention Hair Revitalizing Conditioner works well on all hair types for both females and males. Marini notes that one of the product's most attractive features is that it can be used with any favorite hair product or routine. Best of all, says Marini, "Now you can have the hair of your dreams."

## DEDICATED TO PROFESSIONAL SKIN CARE

Jan Marini Skin Research is a recognized leader in continuing education and technical support. Comprehensive training classes and constant medical updates enable the physician and skin care professional to provide outstanding skin care management services.

The Skin Care Management System, a professionally supervised skin care program, can greatly resolve or measurably improve common conditions including the appearance of sun damage, fine lines and wrinkles, acne, acne scarring and skin discoloration. Skin of all types can be stimulated to appear clearer, younger, smoother and healthier.

## JAN'S COMMITMENT TO CONSUMERS

Marini devotes much of her time to improving the public's awareness of the important role of skin care professionals and their value to the consumer. Jan Marini Skin Research will continue to develop products that promise extraordinary results and focus on the education and advancement of the professional skin care market.

For more information, please call 1-800-347-2223 or visit [www.janmarini.com](http://www.janmarini.com).





# Marini Lash

In 2005 Jan Marini Skin Research revolutionized eyelash enhancement with a technological first that inspired a host of imitators.

Now, JMSR sets the pace again by introducing a proprietary and spectacular *non-prostaglandin* eyelash conditioner that has surpassed even our expectations. Amazingly gorgeous, unbelievably dense and lush . . . the eyelashes of your dreams from Jan Marini Skin Research!



JAN  
MARINI  
SKIN RESEARCH®

Remarkable Products . . . Amazing Results

# Fractional CO<sub>2</sub> Therapy Combats Aging Skin With Minimal Risk and Downtime

By Kevin A. Wilson

Reducing the aged appearance, especially in the face, is perhaps the most sought-after cosmetic treatment. "Aging skin is characterized by stretching, sagging and loss of elasticity, pigmentary alterations, and disorganization of collagen bundles which causes wrinkling," says Thomas T. Jeneby, M.D., board-certified plastic surgeon and Medical Director of The Plastic & Cosmetic Center of South Texas. "Smoking and exposure to solar radiation exacerbate these processes."

Noticeable and even dramatic results are possible with modern procedures, the most effective and well-known of which is facelift surgery. For skin tightening, the gold standard has long been ablative CO<sub>2</sub> laser resurfacing, in which a thin layer of epithelial tissue is vaporized with a CO<sub>2</sub> laser, causing collateral thermal damage to deeper tissues. The natural healing process creates healthier, younger-looking skin.

Simply put, the downside of cold steel surgical and ablative laser techniques is that they ask a lot of the patient. Post-procedure care is extensive, discomfort during recovery is unavoidable, and downtime is lengthy. Risk of complications such as infection or scarring is significant. A 2005 survey by the American Society for Aesthetic Plastic Surgery<sup>1</sup> documented reductions in some surgical aesthetic procedures, with concurrent increases in the number of patients undergoing nonsurgical procedures. "The patient is always looking for miracles with no pain or downtime," says Deborah S. Sarnoff, M.D., Associate Clinical Professor of Dermatology at New York University Medical School. Dr. Sarnoff is in private practice in Manhattan and Long Island.

Also, the past decade has seen aesthetic medicine become more accessible to the average person, which has positively influenced public perception. "Now more than ever, we see women from two income families coming in," Dr. Sarnoff con-



Before and after photos of results with DOT Therapy.<sup>™</sup>  
Courtesy of EclipseMed, Ltd.

tinued. "For someone who works, taking three or more weeks off isn't appealing, even if they expect remarkable results."

In response, the number of safer, less invasive modalities with low risk and downtime has skyrocketed, but at the expense of efficacy. "Nothing replaces a facelift," explained Dr. Jeneby. "And deep thermal damage is required to promote sufficient reorganization of collagen to create the tightening seen with ablative techniques."

The development of fractional photothermolysis,<sup>2</sup> which uses proprietary scanner technology to create patterns of microscopic subsurface wounds with an erbium-doped glass fiber laser, was a landmark in aesthetic medicine. By preserving barrier function as well as surrounding tissue, re-epithelialization is rapid and downtime is minimal. "The downside of using the erbium laser is that it causes less thermal damage than the CO<sub>2</sub>," said Dr. Jeneby. "This was a plus because it speeds healing, but it limits efficacy."

Fractional CO<sub>2</sub> resurfacing, a new modality, combines the safety and low downtime of fractional techniques with

the efficacy of ablative methods. Optical scanner technology creates patterns of microscopic ablative wounds over the treatment area with a CO<sub>2</sub> laser at a depth and power sufficient to cause visible skin tightening during the natural healing process. Because the surrounding tissue is spared, re-epithelialization is rapid and downtime is minimal. Fractional CO<sub>2</sub> resurfacing has been shown to stimulate the wound healing response, promote neocollagenesis and create a tightening effect.<sup>3</sup>

The SmartXide DOT<sup>™</sup> Laser (DEKA), a fractional CO<sub>2</sub> device, allows practitioners to perform fractional CO<sub>2</sub> resurfacing safely, easily and quickly. Treatment with the SmartXide DOT<sup>™</sup> is called Dermal Optical Thermolysis, or DOT Therapy.<sup>™</sup> "People love the results, even on lower settings," said Dr. Sarnoff. "In a week, temporary edema gives the skin a glow that attracts compliments. Collagen reorganization takes a few more weeks. It doesn't completely erase wrinkles or replace a facelift, but it does a great job quickly and safely, even with a single

continued on **next page**

treatment. For the usual mix of wrinkles, fine lines, crêpe-like neck, loose skin, and mottled pigmentation, it's my treatment of choice."

According to Dr. Sarnoff, patients receive topical anesthetic for 30 minutes, without occlusion, followed by a thorough cleansing. During treatment, patients will wear goggles or, if the eyelids are to be treated, orbital shields. Treatment typically requires only a single pass but more can be layered, or "stacked," on tougher areas. "Average treatment time with the device itself is less than 15 minutes, and downtime will be anywhere from three to seven days, depending on the treatment settings, which are quite flexible," she said.

Flexibility is a key feature of the SmartXide DOT.<sup>™</sup> "You can adjust DOT pattern density to treat at differing degrees of aggressiveness," said Dr. Sarnoff. "Adjusting the energy level (up to 30 watts) would help you treat dyschromia, for example. Changing dwell time controls the depth of the wounds. This lets you treat other areas of the body such as the décolletage or the back of the hand, which typically don't heal as well. You can even flip a switch and go fully ablative." Aggressive parameters enhance efficacy. Conservative settings reduce downtime. "You may also switch to a pen-shaped handpiece to do work freehand," she added.

The shape and depth of the wounds created by the laser set the SmartXide DOT.<sup>™</sup> apart from competitors. Optimal ablative thermal damage is created in a deep, rounded cone 350 µm wide. Competing systems may create deeper wounds that cause unnecessary pain and edema, and are too narrow to effectively stimulate neocollagenesis; or saucer-shaped wounds that are too shallow and wide, leaving little undamaged tissue and increasing healing times (Figure 1).

DOT Therapy.<sup>™</sup> is also useful for other indications, such as acne scars, for which the pen-like handpiece is especially handy. "I'll go freehand to sculpt the periphery of the scar before using the scanner handpiece for the full face," Dr. Sarnoff said. "It's a dynamite combination. I also like to

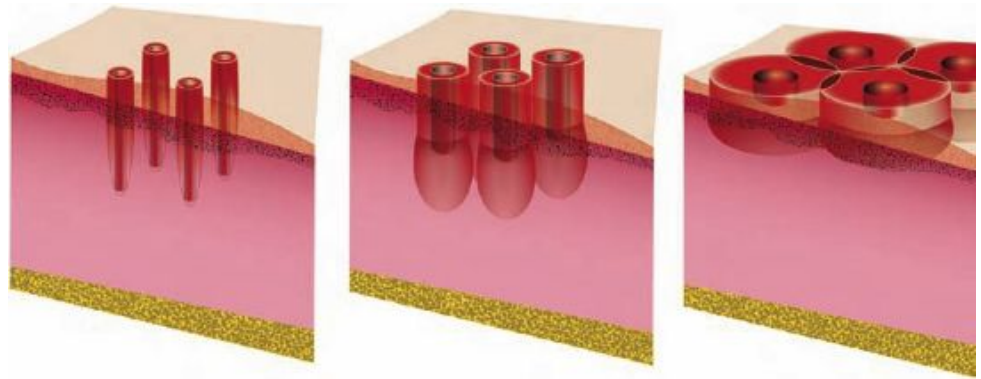


Figure 1: Wound shapes from fractional CO<sub>2</sub> resurfacing devices. Some devices create deep wounds that cause unnecessary pain and edema but not enough collateral damage (left), and some lay down patterns of shallower, wider wounds that leave less undamaged epithelium and increase healing times (right). The SmartXide DOT.<sup>™</sup> creates wounds deep enough to promote neocollagenesis and narrow enough to allow rapid healing (center).

combine treatment with other things such as dermal fillers."

"Whether it's aging skin, acne scars, melasma from birth control pills, or sun damage, anyone from their late thirties to sixties with wrinkles, spots, or acne is an ideal candidate for DOT Therapy.<sup>™</sup> as long as their skin isn't too dark and they don't smoke," said Dr. Jeneby. Because smoking inhibits healing, Dr. Jeneby performs a urine dip test before and one week after treatment.

The SmartXide DOT.<sup>™</sup> laser device is distributed by Eclipsimed, Ltd. in the U.S. Learn more at [www.dottherapy.com](http://www.dottherapy.com). ♦

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**KEVIN A. WILSON** has written dozens of articles on a variety of topics and devices in aesthetic medicine. He also has helped prepare scientific literature for numerous aesthetic device companies and practitioners around the world.

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# Aesthetic Surgery in the 21<sup>st</sup> Century

By Alex De Souza, M.D., M.S., F.A.C.P.

In a publication in 2004, a prestigious group of physicians in Philadelphia asked the question: “Facelift without the surgery; Fact or Myth?” The answer then was no. Four years later, that answer has changed to yes, but a new, and in my opinion, more important question confronts us today. Is it possible to have a facial rejuvenation without considering Anti-Aging methodologies? The answer is absolutely not! There is no beauty without health and there is no health without anti-aging.

In one of my first A4M meetings, I heard an expression that I will never forget. *A4M is the new breath of fresh air in medicine. It brings a totally new joy to our work as doctors.* That same “fresh air” is invading the plastic surgery and cosmetic medicine arena.

A carefully designed combination of aesthetic procedures, wellness approaches, and anti-aging treatments presents as the choice for today’s patient. This almost-magic combination paves the way for great results with minimal downtime as compared to surgeries and treatments of old, and offers patients the opportunity to not only look younger, but also to feel stronger and live longer.

At a time when cosmetic procedures are growing at record numbers, more and more doctors and patients are enjoying the benefits of this comprehensive view of medical care, and the demand for age-management procedures and treatments is skyrocketing.

The truth, as always, reigns victorious. No matter how much pressure the cosmetic industry has placed on us with its multibillion dollar marketing campaigns, health and beauty are finally together again. In my opinion, they should never have been separated.

Aging is a unique and multifaceted process. There is no way we could or should try to fight it with just one treatment modality. It doesn’t make sense! Combating aging requires a combination of multiple non-invasive procedures in order to achieve the most desirable results.



Botox,<sup>®</sup> fillers, lasers and very sophisticated skin care lines must be used in conjunction with each other if we wish to assist our patients in achieving a youthful and beautiful appearance.

But we can’t stop there. In addition to these ever-more-popular procedures, an adequate health care program is a must if patients are to achieve optimal health and beauty. The old adage is true. We are as young as we feel, and we can only feel and look our best if our bodies are hydrated, we practice good nutritional habits, and the hormones basic to our physical well-being are managed effectively with anti-aging products.

Finally, an aggressive, proactive approach is needed to catch disease early and repair damage. Modern patients have a totally different expectation for treatment. Their focus is on health maintenance and preventive care, and as the consumers of choice, their demands *will* be met. In the warp-speed world of today,

7,000 baby boomers turn 65 every day and cannot be wrong.

This is a magical time for both patients and doctors engaged in the field of aesthetics. As in other fields, anti-aging specialists have opened the door to a new world for aesthetic practitioners, a world in which health and beauty are reintegrated. The path to optimum health has just become clearer – it incorporates the best practices of both aesthetics and anti-aging.

Yes, 21<sup>st</sup> century medicine has arrived and A4M is leading the way. Welcome to the new world of aesthetic anti-aging. ♦

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**DR. ALEX DE SOUZA** is a plastic surgeon and medical director of the Surface Cosmetic and Anti-Aging Clinic of Charleston, W.V. He can be contacted at [doctors@wirefire.com](mailto:doctors@wirefire.com). His new book, *Fabulously Beautiful You*, co-authored with Dr. Paul Tai, will be released this fall.



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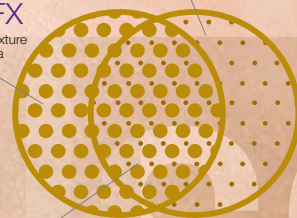
NEW procedures  
to treat **deep wrinkles**  
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for fine lines, texture  
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for TOTAL outcomes

**DeepFX**  
for deep wrinkles  
and scars

# Introducing the CryoProbe

By Robert B. Altman, D.V.M.

The CryoProbe™ is a unique, compact, hand-held cryosurgical delivery system designed to remove epidermal skin lesions painlessly, in a matter of seconds, without scarring. The instrument utilizes inexpensive nitrous oxide cartridges and delivers a constant flow of liquid N<sub>2</sub>O at a temperature of -127° F at 725 psi to the tissue being treated. At a tissue penetration rate of 1 mm per 5 seconds, the refrigerant penetrates so rapidly that the sensory nerve endings are desensitized and anesthesia is unnecessary. There is very little or no pain experienced by the patient. Depending upon the lesion's size, treatment time varies from 5 to 30 seconds. Treatment with the CryoProbe™ is patient-friendly, doctor-friendly and economical.

The CryoProbe™ designed by a German bioengineer, has been manufactured in Belgium for more than eight years. It has met with great success in Europe. The CryoProbe™ is FDA approved and has been sold in the U.S. for more than three years. In that time, it has become the benchmark method of treating benign skin lesions.

## MORE ABOUT CRYOTHERAPY

Cryotherapy is broadly defined as the controlled destruction of unwanted tissue by the precise application of extreme cold during clinical procedures. It is a well-proven method and may be used to effect the unselective but controlled destruction of benign living tissues, because normal and diseased cellular elements will not survive after being subjected to -17° F. Cryosurgical treatment is extremely well-tolerated by the patient. There is little or no discomfort in most cases, negating the need for anesthesia.

For effective cryotherapy, the rate of heat removal from the tissue is more important than the application of extremely low temperatures. Slow heat reduction treatments, such as cotton swabs drenched in refrigerant solutions, cause the protective reaction of osmotic fluids flowing out of the cell, leading to cell preservation rather than necrosis. Effective treatment requires a rapid freeze, which is produced

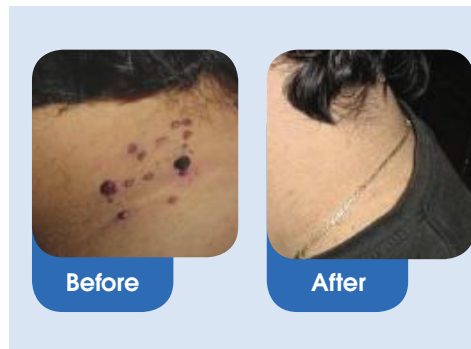
by the CryoProbe™. During the immediate phase, cells are destroyed by dehydration with toxic element concentration, intracellular ice crystals, protein destruction and direct thermal shock. In a second phase, the cell destruction is due to a vascular stase causing thrombosis, ischaemia and cell death. In late phase, an immunologic response due to freezing is possible.

Virtually all biological tissues subjected to a temperature of -17° F undergo cryonecrosis. In more traditional "indirect" cryosurgical treatments (such as cotton swabs drenched in refrigerant solutions), the energy delivered is not sufficient to push the ice ball to the caudal extent of the lesion. Since tissue is a poor thermal conductor, the forming layers of ice will hamper the ability of extreme temperatures to penetrate the distal end of the lesion unless there is enough available freezing power. With the CryoProbe's™ innovative "direct" application of nitrous oxide, control over the delivery of energy and pinpoint accuracy will assure the best possible results. In most cases, a second freeze in the same treatment session will provide dramatically improved results.

## TREATMENT SPECIFICS

The CryoProbe™ can treat such lesions as seborrheic and actinic keratosis, molluscum contagiosum, papilloma, adenomas, angioma and hemangiomas, solar lentigo, skin tags, warts, porokeratosis and many other lesions with 95% efficacy with one treatment. Viral warts will sometimes require two to three treatments for optimal results.

When using the CryoProbe™ the maximum penetration depth is 5 mm. As a result, the dermis is not penetrated and scarring will not occur. After treatment, a slight erythematous and edematous area surrounding the lesion commonly develops and lasts for the day. The patient might experience some itching due to histamine release. Aseptic necrosis of the treated tissue becomes apparent within three days and between the seventh and 10<sup>th</sup>



postoperative days, the slough is shed from superficial areas. Subsequent healing is by granulation and epithelization. Complete healing will occur within three to six weeks. Since the skin surface is never broken, pre- and postoperative care is unnecessary. The patient should be re-examined in three to four weeks and if there is any remnant of the lesion present, a second treatment should be administered.

### To Order the CryoProbe™ or Obtain Additional information

The CryoProbe™ is distributed in the United States by Cryosurgical Concepts, Inc., 200 Knuth Road, Suite 204, Boynton Beach, FL 33436. Telephone: 866 736 6577; Fax: 561 742 4498; E-Mail: [cryosurgical@aol.com](mailto:cryosurgical@aol.com); Web site: [www.cryo-surgical.com](http://www.cryo-surgical.com).

**DR. ROBERT B. ALTMAN** practiced veterinary medicine until 1995. Upon his retirement, he started a veterinary and medical supply company. Dr. Altman is the author of two textbooks, has contributed to many other books and journal articles, and has lectured worldwide on radiosurgery and avian medicine and surgery. In 2005, he was joined by Sheldon Willens, D.P.M., who is past president of the APMA, in starting Cryosurgical Concepts.



# PURIGENEX Advanced Dermal Technology

*Advanced Dermal Technology.* PURIGENEX is an innovative body care brand founded on the principle that *healthy skin leads to better health*. This doctor-approved line for men and women focuses on extraordinary, unique products with therapeutic properties that help to nourish skin, release impurities, and combat aging.

PURIGENEX is committed to sourcing the finest formulations and active elemental ingredients in the world in order to reconnect skin care to an optimal wellness regimen. Rare compounds from the tropics of Hawaii, volcanic mountains near the Himalayas, and the herbal practices of Korea and Japan anchor the company in the ancient botanical medicine of the East. Pioneering molecular chemistry and the newest bio-engineered delivery systems assure enhanced therapies of the highest potency, purity, and assimilation. PURIGENEX products act to rehydrate cells, balance electrolytes, soothe inflammation, and draw toxins away from the sub-dermal lymph and fatty tissue.

*Breakthroughs in Collagen.* PURIGENEX's flagship products are collagen-based intensive skin therapies. These formulas are medically engineered with the world's most highly purified monomeric collagen in telopeptide-free condition – a truly non-immunogenic, bio-compatible element in the most active animal-source form. **Collagen of this quality has never before been offered in topical cosmetic preparations.**

Based on the work of medical doctors and distinguished researchers at Yonsei University in Seoul, Korea, this *atolocollagen* was first developed for use in bone regeneration. The collagen subsequently was found to have remarkably high solubility through the dermal tissue. It has now been further refined for topical cosmetic use.

The PURIGENEX formulas – ICS Intensive Collagen Serum and ICM



**Ionized Collagen Mask** – bring this collagen's cellular potency and non-immunogenic affinity to all who are seeking to prevent and repair their skin from aging, sun damage, discolorations, and acne scarring.

ICS and ICM are FDA-registered, preservative-free formulas that are highly tolerated by even the most sensitive individuals. Regular, directed use will boost the skin's own collagen integrity to make it appear plumper, smoother, more supple, and more youthful. Additionally, skin nourished with PURIGENEX collagen is able to function more effectively as part of a healthy body's natural defense system.

*Skin in Balance.* Dr. Susanne Bennett, D.C., founder of PURIGENEX, believes the skin is one of the body's primary organs of detoxification. Skin is compromised daily by environmental factors including wind, sun, microbes and air pollutants, as well as from ingesting foods contaminated by toxins, such as heavy metals, chemicals and pesticides. These exposures can block or damage

the skin's important filtering capabilities, leading to accelerated aging, acne, and other allergic and dermatological conditions. In Dr. Bennett's practice, correcting toxic imbalances must include improving dermal integrity and the skin's cooperation with other body systems. This leads to a healthy flow of nutrients and oxygen into the cells, and the necessary removal of toxins from them.

Dr. Bennett has tested and used all PURIGENEX formulas personally and in her own practice, with positive and lasting results. Her topical remedies are an elegant and gentle component of a purifying regimen that creates vitality and a clear, refreshed appearance.

Consider PURIGENEX as a central part of both medicinal and cosmetic healing routines.



# Skincare Technology Offers Revitalight and the HandSpa

Jim Raim, President and Co-Founder, Booth 425

Skincare Technology, Inc., the manufacturer of Revitalight and the HandSpa, has been manufacturing some of the industry's finest LED light therapy equipment for more than seven years. Jim Raim, the president and co-founder of the company, began with one mission: to manufacture the most effective LED light therapy devices possible. Seven years later, Revitalight and HandSpa are in more than 2,000 locations in more than 50 countries worldwide, performing more than 6,000 treatments per day; and have been featured in more than 60 publications worldwide and on more than 100 television shows.

## THERE IS A DIFFERENCE

Revitalight feels it is of the utmost importance to educate physicians and spa owners on the differences in LED light therapy. Revitalight representatives hear from many spa owners how confusing buying a LED device can be – until they find out the facts. Revitalight believes a spa's reputation is one of the most important factors in its success. To that end, Revitalight and HandSpa have been designed to achieve the greatest results in the least amount of time. Most clients can see a difference after the very first treatment with Revitalight, as it is the only LED light device that focuses its light through an optical lens and incorporates multiple frequencies. Focusing is important because it concentrates a tremendous amount of photons (light energy) in a very small area, similar to a laser, without any harmful effects. Multiple frequencies are important to ensure the cells do not get used to one frequency.

## INNOVATIONS

Revitalight has just introduced the patent-pending Smart Pay technology. With Smart Pay, a spa is able to have a Revitalight and/or HandSpa for free, without ever paying for it. The spa pays only for

the time it uses the device through a prepaid debit card. This concept is very similar to receiving a cell phone for free and just paying for the minutes that are used, except with Smart Pay, there is no long-term contract to sign. Now spas are able to have Revitalight and/or HandSpa with no capital investment.

## HIGH-PROFILE LOCATIONS

With more than 2,000 locations worldwide, Revitalight is in some of the most prestigious spas and well-known physicians' offices in the world. If a perspective buyer of a Revitalight stops by the Revitalight booth at a trade show, a company representative will gladly share the list of Revitalight customers with that perspective buyer. Revitalight believes its customers are its best sales people, and about 50% of Revitalight sales come from referrals from their customers.

## CUSTOMER SERVICE

Skincare Technology is constantly striving to give its customers the best customer service possible. Its staff makes it a point to get to know their customers, and because many Revitalight customers share their successes with the office, the staff is able to pass along tips on different procedures to other locations. Buy a Revitalight and/or HandSpa, and you become part of the "Revitalight Family."

### Features

Revitalight features include:

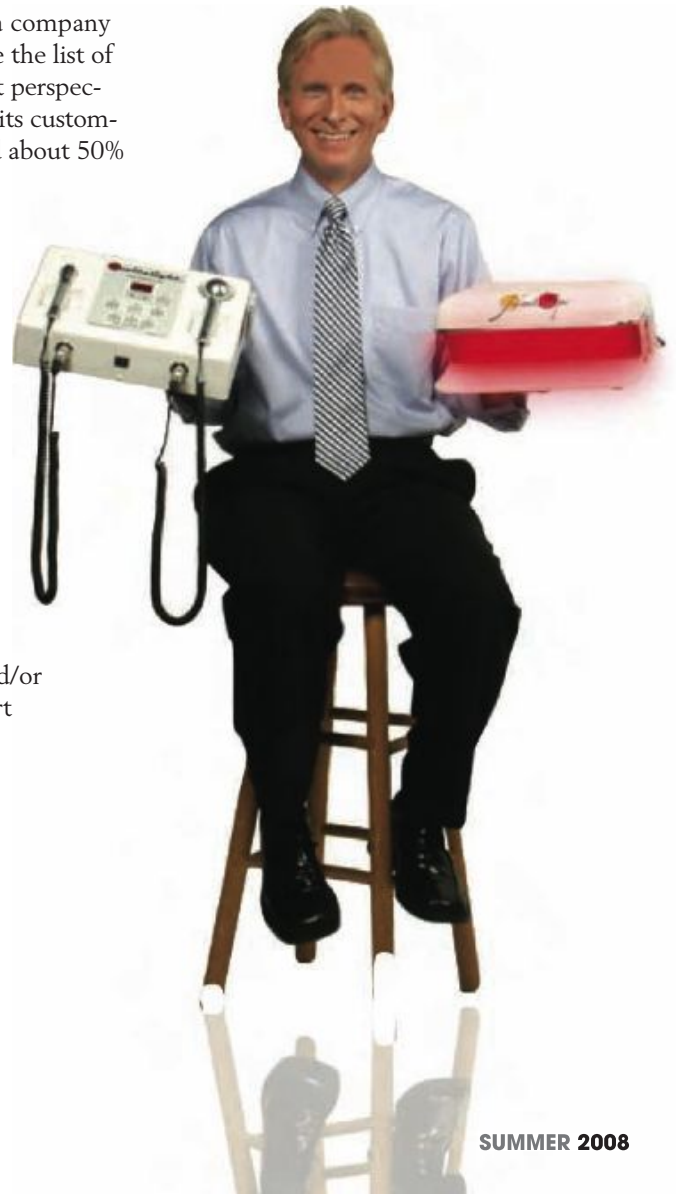
- Made in America
- FDA-cleared
- Red, blue, amber and green light available
- Focused light
- Multiple frequencies
- Five-year warranty

### Warranty

Revitalight offers one of the best warranties in the business. Each Revitalight comes with a five-year warranty. If a customer ever has a problem with their Revitalight, the company will overnight the customer a replacement machine. ♦

## COMPANY INFORMATION

To receive more information about the Revitalight or the HandSpa, call 888-807-7546, e-mail [sales@revitalight.com](mailto:sales@revitalight.com) and/or visit [www.revitalight.com](http://www.revitalight.com).





# The T'Fivve Anti-Aging Line

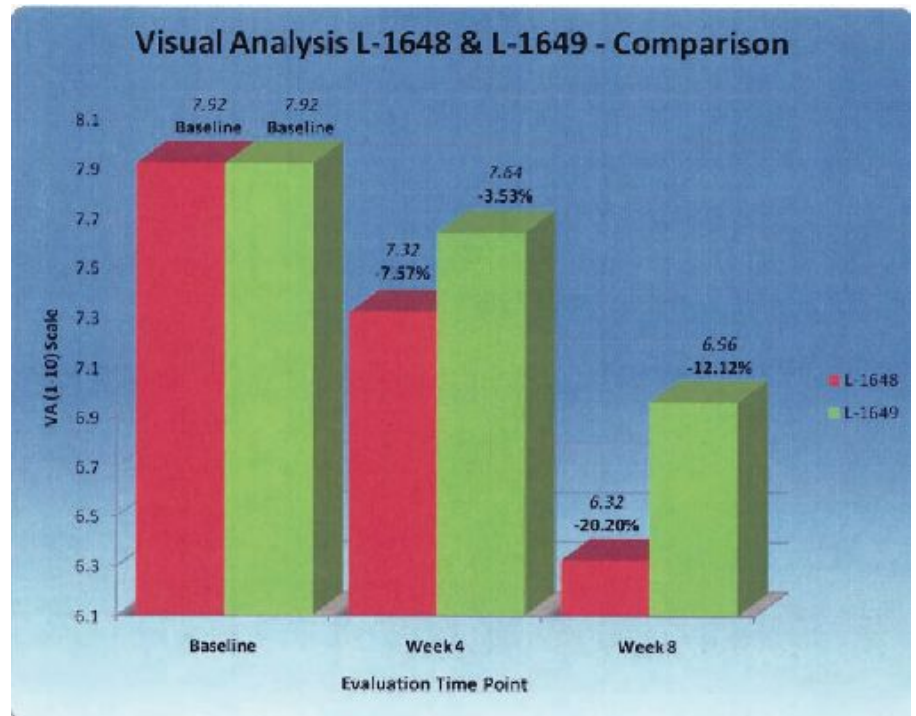
This is ideal age-defying regimen specially formulated for skin types sensitive to traditional anti-wrinkle ingredients such as retinoic acids. Infused with the breakthrough, patented ingredients K6PC5 (a new collagen synthesis booster) and Ascorbyl Pentapeptide – vitamin C and pentapeptide fusion – a well-known antioxidant and anti-aging activator. Inside Multi-Lamellar Emulsion, (MLE) the perfect mimic system of skin for keeping the active ingredients from oxidization before it is applied and for increasing the delivery into the skin.

The T'Fivve regimen solves three obstacles current anti-aging regimens generally confront: 1) If it has any real anti-aging effects as a product; 2) If it has enough active ingredients when it is applied after enduring quick oxidization during storage (vitamin C, retinoic acids, etc.); and 3) How to minimize common side effects including dryness, irritation, hyperplasia and skin damage.

In a recent two-month clinical test, T'Fivve was proven to have very effective anti-wrinkle and antioxidant effects for dry and sensitive skin. Nearly three-fourths (71.4 %) of respondents experienced better results in just eight weeks as compared to using retinoic acids. Seventy-two percent of participants said it was effective for reducing fine lines and wrinkles. T'Fivve caused none of the side effects such as dryness, irritation, hyperplasia and skin damage that can result from prevailing anti-aging ingredients like retinoic acids.

Even more impressive was the fact that 100% of participants experienced no product sensitivity at all, and 88% experienced a decrease in existing skin problems and said it made their skin feel more supple.

These results were due to the T'Fivve regimen that combines three new,



Visual analysis – wrinkle reduction (Red is active, AMA laboratory)

unique, multi-benefit, patented technologies: K6PC5, Ascorbyl Pentapeptide (vitamin C and pentapeptide fusion), and Multi-Lamellar Emulsion.

**K6PC5** is a new, patented skin physiology ingredient that powerfully activates keratinocyte differentiation, fibroblast proliferation and collagen synthesis, all of which fight the signs of aging. K6PC5 does not deteriorate when exposed to sunlight or heat. Instead, it remains stable on the skin and vigorously protects against UV-induced lines and wrinkles.

It also does not cause any skin damage, dryness, hyperplasia or irritation, which is very often the case with most other anti-aging activators. In addition, no adverse reactions were observed following the use of K6PC5. This is good news for anyone who is experiencing the signs of aging, but cannot find the right products.

**Ascorbyl Pentapeptide** is a unique element produced through the fusion of vitamin C and pentapeptide for preventing oxidization and providing the synergic effects of vitamin C and pentapeptide. The normal aging process produces free radicals in the body that can cause skin damage. This specialized element performs dual functions as a powerful antioxidant protecting against free radical damage and the assaults of environmental stress, as well as providing additional wrinkle-fighting properties.

**Multi Lamellar Emulsion (MLE)**– affords the ultimate results in revitalizing skin health through the restoration of the skin’s protective barrier function. MLE has a very similar structure to the lipid lamellar layers of our skin,

continued on **page 184**

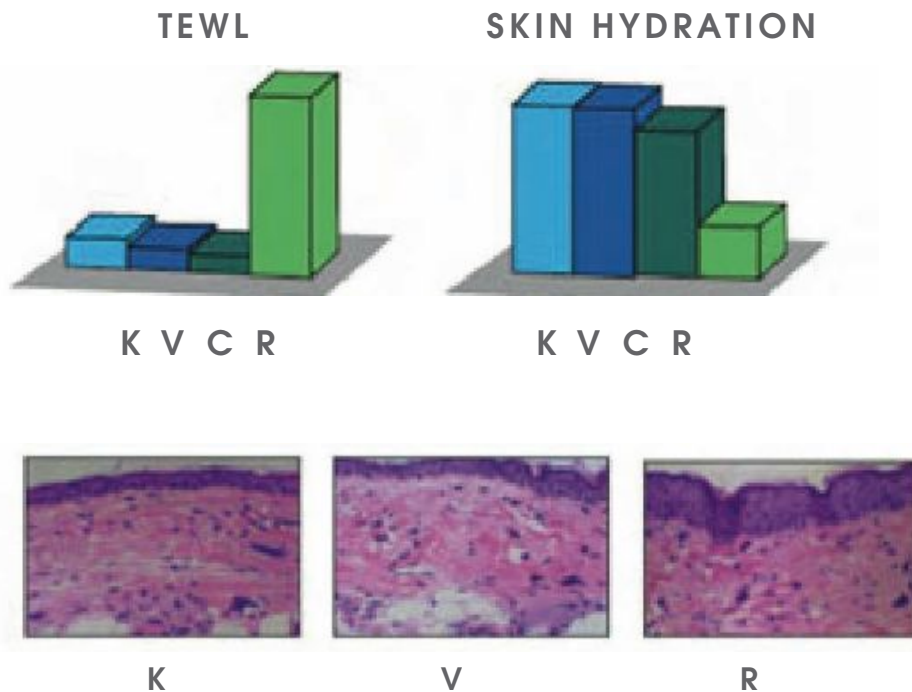
which plays an important role known as skin barrier function. This function keeps the complexion supple and elastic by maintaining the moisture balance, but it deteriorates through aging. The traditional active ingredients for anti-aging, by their physiological functions, also can disrupt the barrier function. This is the cause of the allergic sensitivity, dryness, irritation, and roughness that can occur after the use of existing products. However, MLE can continuously supply necessary components and recover barrier functions, thus enabling users to avoid the side effects while helping restore younger-looking skin. This is the reason why 88% of people are satisfied with the improvements of their skin conditions through use of our regimen (soft and smooth).

MLE also was tested as an effective topical delivery system. Fluorescent molecules were incorporated in MLE and their delivery profiles into the skin were observed under a confocal LASER microscope. MLE formula dramatically accelerated the permeation of fluorescence into the skin as compared with a hydro-based vehicle. This means it can deliver active ingredients more than general base and make the active ingredients more effective. ♦

**ANTI-AGING SKIN REVITALIZING COMPLEX**  
(\$78.00)

**What It Does:** Reverses and prevents signs of aging, smoothes rough patches and illuminates the complexion.

**How It Does It:** T'Fivve's exclusive **Multi Lameller Emulsion (MLE)** technology mimics the skin's natural protective barrier. MLE functions as a delivery system, allowing T'Fivve's exclusive anti-aging ingredients – **K6PC5** (which reduces fine lines and wrinkles often caused by UV rays) and **Ascorbyl**



K:K6PC5, V: Vehicle, C: Control, R: Retinoic Acid

**Pentapeptide** (which provides antioxidant protection) – to stay stable until they are applied to the skin.

**ANTI-AGING EYE REPAIR SERUM** (\$65.00)

**What It Does:** Fights fine lines, crow's feet and wrinkles around the eyes through intense moisturization.

**How It Does It:** Utilizes MLE technology and contains **K6PC5** and **Ascorbyl Pentapeptide**.

**DAYTIME UNDER-MAKEUP MOISTURE CREAM** (\$50.00)

**What It Does:** Ideal under-makeup moisturizer for dry and sensitive skin. When used under makeup, it provides a cushion to allow smoother application and enhanced wear. When

used without foundation, it provides ultra-moisturization throughout the day, leaving the skin soft, supple and younger looking. When used after our Anti-Aging Skin Revitalizing Complex as an additional moisturizer, it prevents sensitivity response and provides necessary moisture for dry and sensitive skin

**How It Does It:** The replenishment of natural skin lipids and the restoration of the natural protective barrier help in preventing over-evaporation of the skin's natural moisture, leaving it feeling soft, supple and primed for makeup.