

## IS THE KEY TO FACIAL REJUVENATION A NEW TECHNOLOGY WITH LESS WATTAGE THAN A HOUSEHOLD LIGHT BULB?

Picture yourself receiving a high-tech skin regeneration treatment simply by sitting in front of a special screen saver on your computer. Today the same technology that lights clock radios and car dashboards may soon make such an anti-aging procedure possible. An exciting new device that uses non-wounding, light-emitting diodes (LEDs) at specially calibrated energy is showing great promise as the next frontier in skin renewal. **Dr. David Goldberg is a board certified cosmetic dermatologist with offices in New York and New Jersey who has been at the forefront of this new technology.** GentleWaves LED Photomodulation™ uses natural variable wavelengths of light to gently stimulate or inhibit cellular activity to reduce the signs of aging.

Similar to pushing a button to activate an assembly line, GentleWaves LED Photomodulation™ refers to using low-energy light to accelerate or inhibit cell activity. For anti-aging benefits, dermatologic surgeons are investigating technologies that stimulate the skin's fibroblasts to produce collagen and elastin proteins. Dr. Goldberg explains that, "Unlike laser technology that relies on high-powered coherent light to create heat energy, GentleWaves LED Photomodulation™ triggers the body to convert light energy into cell energy without thermal injury to tissue." Using LEDs dermatologists can modulate the cells by increasing the energy to the assembly line of fibroblasts to stimulate collagen production and regenerate aging or sun-damaged skin. Alternatively, they can also de-energize the assembly line of fibroblasts and cause them to shut down and inhibit collagen formation in the case of acne scars.

"Photomodulation with LEDs represents a breakthrough solution for skin regeneration that holds enormous potential for a variety of other dermatologic applications as well as other medical conditions," says Dr. Goldberg. With less power than a 25-Watt light bulb, these LEDs are cool enough to uniformly treat all skin types and the entire face at one time. Initial studies of 47 patients treated with the LED device showed an average of 44% improvement in the appearance of wrinkles and skin tone and texture. Because LED treatment is safe, virtually painless and non-wounding, high patient satisfaction was noted among those treated for wrinkles and acne scars.

GentleWaves LED Photomodulation™ technology is the interaction of light delivered through LED's (light emitting diodes) to activate skin cells causing them to produce collagen. This technology converts light energy within the cells, similar to the way photosynthesis takes sunlight and turns it into food energy in plants. Gentle Waves technology can now offer a totally natural, noninvasive method of skin rejuvenation to reduce the visible signs of aging.

Dr. Goldberg points out that, "GentleWaves LED Photomodulation™ does not rely on thermal energy so there is no trauma to the skin, no pain or discomfort and no side effects. The main benefit is a smoother, softer and creamier looking complexion with reduction in the appearance of fine lines and wrinkles, freckles, brown spots and skin redness." A series of six to eight treatments is recommended and patients can be treated up to twice a week since there are no thermal effects to the skin. Because the skin does continue to age, maintenance treatments will be required.

Other major benefits from GentleWaves LED Photomodulation™ include:

Painless, no anesthesia, no discomfort, no downtime

Quick- treatments can take less than 5 minutes  
Suitable for all skin types  
Safe- risk free & Non-Thermal  
More cost effective than other Laser anti-aging treatments

Gentle Waves has been scientifically tested and FDA submitted studies demonstrated a 60% global improvement in overall skin quality. In addition, Gentle Waves has been found to be extremely effective in improving the appearance of the neck and chest which has been difficult to treat up to now. GentleWaves LED Photomodulation™ can also be used in conjunction with other procedures such as microdermabrasion, laser treatments, filler substances and BOTOX® to maximize the results.

Dr. Goldberg is a Clinical Investigator for this technology.