

Light BioScience Partners with Mediform to Promote GentleWaves

By Bob Kronemyer, Associate Editor

Europe is witnessing increasing physician and consumer awareness of the GentleWaves light emitting diode (LED) photomodulation system, thanks to a partnership between Light BioScience (Virginia Beach, Va., United States) and Mediform Group (Barcelona, Spain). Mediform, one of the leading distributors of aesthetic products in Europe, became the exclusive distributor of the proven anti-aging therapy in Europe in May 2005.

"I personally think that Mediform is the best ally to introduce the GentleWaves in the European market," said Maria Teresa Valero Altés, M.D., who practices aesthetics at the Instituto Médico Láser in Madrid, Spain. "The GentleWaves will help European doctors reduce the signs of photodamage. We also find we achieve enhanced results when this therapy is used in conjunction with non-ablative lasers, mild peels, and mesotherapy for skin rejuvenation with hyaluronic acid. Overall, the GentleWaves allows us to improve the skin of any patient, with any phototype and in any season of the year. It is also a simple modality without any side effects."



Maria Teresa Valero Altés, M.D.

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Dr. Altés pointed out that the GentleWaves "is a new way of thinking about light. It provides an effective light-based, non-thermal photorejuvenation procedure using LEDs as the energy source. I'm very excited about photomodulation. It is a term that describes the use of low intensity light therapy to modulate up or down the activity of living cells. This photomodulation effect is produced by a complex interaction of light photons with certain receptors in these living cells."

Dr. Altés also finds it interesting that *in vitro* studies on fibroblasts "demonstrate that LED photomodulation, using yellow light with a selected code, induces increased production of a wide-range of collagen proteins. Simultaneously, there is decreased production of the enzymes which degrade structural proteins such as collagen-1."

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At the Instituto Médico Láser, Dr. Altés uses the GentleWaves in combination with facial mesotherapy with hyaluronic acid. "The hyaluronic acid recreates a physiological ideal environment for the proliferation and migration of the fibroblasts and for the neosynthesis of collagen," she explained. "We add the neosynthesis of collagen produced by the GentleWaves to increase the efficacy of treatment."

For stand-alone therapy, there are eight sessions of GentleWaves, at weekly intervals. For combination therapy with facial mesotherapy with hyaluronic acid, four sessions are scheduled, spaced 15 days apart. "The light is applied at the end of each treatment session," Dr. Altés said. For either treatment option, "patients appreciate a global improvement in the appearance of their skin. They report a high level of hydration, smoother skin and decreased pore size. The skin also appears brighter. Overall, treatment with the GentleWaves is very safe, fast, affordable, effective and painless. It is truly a no-downtime clinical therapy for improving the appearance of aging skin."

Mediform already provides a host of cosmetic products to Ghislaine Beilin, M.D., who practices aesthetic medicine in Paris, France. "Mediform is a very well known company," Dr. Beilin said. "It is an outstanding firm. They also sponsor various professional gatherings and educational symposia."

Dr. Beilin likes the fact that the GentleWaves uses light "in a way that does not cause any injury to the skin. There is also no patient pain. We're now able to stimulate new collagen growth and prevent a decrease in collagen in a short treatment session. Actual treatment time is only one minute."

By scheduling eight sessions, at weekly intervals, "the result will be long lasting stimulation and increase of collagen," Dr. Beilin conveyed. "We can also double the effect by adding another light source like intense pulsed light (IPL). The GentleWaves is the only device that can stop the enzymes that destroy collagen."

The GentleWaves is an essential component of a general skin fitness program. Some of Dr. Beilin's patients schedule a few sessions before going on vacation to minimize the effects of sun exposure. Other patients schedule treatment after sun exposure. "Tanned skin and even black skin responds well to the

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GentleWaves," Dr. Beilin said. "Patient feedback has been very good. There is increased tension and less laxity of the skin, a reduction in fine lines and wrinkles, and the pores are smaller. The quality of the skin improves and there is a nice glow. The color of the skin also looks better."

Dr. Beilin, who started using the GentleWaves in March 2005, recommends that a typical 40 year old patient return for a prevention session once a month. "I believe the GentleWaves is an integral part of an effective skin fitness system," she said. "The GentleWaves can also be combined with all other aesthetic modalities." Popular adjunct therapy includes facial fillers, Botox and lasers.

"Light BioScience is the leader in the science of LED photomodulation, while for years Mediform has been a leading distributor in Spain and Europe of the latest light technologies for skin photorejuvenation,"

said Jaume Tufet Opi, M.D., aesthetic medical director at the Medico Estetico in Barcelona, Spain. "It will be very interesting for European physicians to work with a technique that has the best scientific and entrepreneurial support."

Dr. Opi appreciates that European doctors can now offer their patients an extremely comfortable and safe treatment with the GentleWaves.

"One can rapidly treat large areas like the face, chest or hands. The effects of photomodulation increase collagen deposition with reduced collagenase activity in the papillary dermis. This means we have two kinds of processes for skin treatment. We prevent photoaging and the results last longer."



Jaume Tufet Opi, M.D.

At the beginning of treatment, Dr. Opi takes pictures of all of his patients. "Depending on the desired results and skin damage, we recommend that on average a patient schedule 8 to 12 sessions, once a week, for optimal results. Most of our patients notice an overall improvement in their sundamaged skin, with positive changes in texture, pore size and roughness. There is also improvement in periorbital wrinkles. In addition, the GentleWaves treatments are progressive. Patients will observe enhanced correction of their skin with

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each new session. In fact, results are noticeable three or four months after the last treatment, indicating that the collagen deposition is an ongoing process."

Many of Dr. Opi's patients schedule the GentleWaves after other aesthetic treatments such as IPL, lasers, chemical peel and radiofrequency to reduce the inflammatory effect from these procedures.