

PRODUCT PROFILE

Revitalizing With Light

BY JENNIFER JOHANNESSON

GentleWaves restores skin without producing cellular damage.

As a powerful source of energy, light can be used to rejuvenate and restore a youthful complexion. But in seeking to revitalize the skin, some light sources can be harsh.

GentleWaves® by Light BioScience® LLC of Virginia Beach, is anything but. Harnessing the power of light, GentleWaves uses nonthermal energy to gently produce results. Its

Gentle Gains

While many skin rejuvenation systems apply heat that causes insult and injury to the skin, GentleWaves improves the skin without cellular damage. The non-thermal system, which was designed by David McDaniel, MD, of the Laser Skin and Vein Center of Virginia in Virginia Beach provides gentle results. Thus, patients don't experience the signature peeling, redness or downtime associated with many other light and laser procedures.

marketing approval for a medical claim associated with wrinkle reduction.

The FDA trial measured the safety and efficacy of GentleWaves based on a multicenter clinical study of 54 patients. After eight treatments, more than 50 percent of all patients showed improvement in periorbital wrinkle reduction. Of those with more severe wrinkles (category 7 to 8), 84 percent exhibited measurable improvement.

At a recent annual meeting of the American Society for Laser Medicine and Surgery, Robert Weiss, MD, director of the MD Laser, Skin and Vein Institute LLC, in Hunt Valley, Md., presented another study. Ninety patients were treated at three different clinical sites with GentleWaves, and 62 percent showed improvement in eye wrinkles.¹

Roy Geronemus, MD, director of the Laser and Skin Surgery Center in New York, has seen these same promising results firsthand. Dr. Geronemus was part of the initial study that garnered the system FDA-approval. And he continues to use the technology.

"It's ridiculously simple [to use]," says Dr. Geronemus. He uses GentleWaves independently to rejuvenate the skin as well as an adjunct to other devices. This system boosts performance of other treatments and also reduces side effects, he says. As an added bonus, the GentleWaves system helps him market his practice. Many patients, pleased with the gentle results, tell their friends.

The popularity and promising studies have sparked continuing development at Light BioScience. In fact, the company plans to expand GentleWaves applications to include treatments for acne, acne scarring, wound healing, cellulite and thinning hair.

All, to be sure, without pain. ■

Reference

1. Weiss, R.A., et al., (2005, September). American Society for Dermatologic Surgery 31(9) Part 2.

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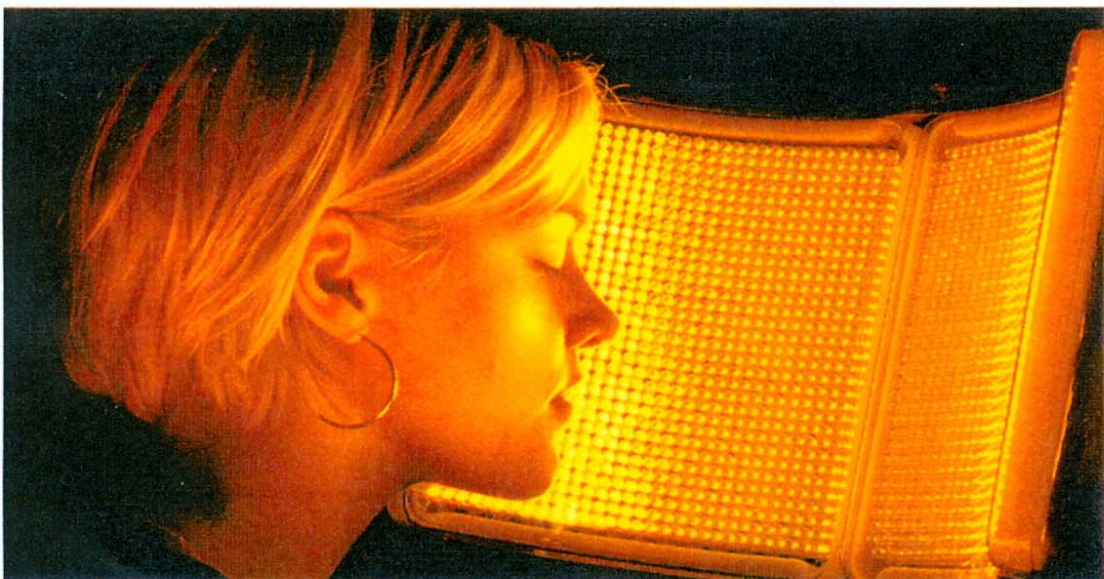


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Light BioScience uses a nonthermal, photo-biochemical process to deliver softer, smoother and healthier skin.

low-intensity light minimizes wrinkles and smoothes the skin by helping the body make collagen.

"Like photosynthesis in plants," says Marcel Besse, executive vice president of sales and marketing at Light BioScience, "[our product uses] the exact formula of light necessary to activate cells that produce collagen."

At the same time, the photomodulation technology slows initial collagen breakdown associated with smoking, aging and the environment, such as sun exposure, Besse says.

To use the device, patients sit in front of an array of more than 2,000 yellow-pulsed lights that change the biological activity of living skin cells. GentleWaves uses gentle light energy at specifically selected proprietary codes for optimum effectiveness. Treatments last less than five minutes. For facial rejuvenation, patients generally undergo eight to 10 treatments, once a week. Besse also suggests monthly "maintenance" treatments.

Research and Results

The U.S. Food and Drug Administration cleared the GentleWaves LED Photomodulation System in January 2005 to treat periorbital wrinkles and rhytids. It was the first LED device to receive federal