

## Dr. Goldberg Introduces GentleWaves Photomodulation- the New Key to Facial Rejuvenation

Q: Dr. Goldberg, what is GentleWaves Photomodulation?

A: GentleWaves Photomodulation has been scientifically tested and FDA submitted studies demonstrate a 60% global improvement in overall skin quality. GentleWaves 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, photomodulation refers to using low-energy light to accelerate or inhibit cell activity. Unlike laser technology that relies on high-powered coherent light to create heat energy, LED (light-emitting diodes) photomodulation triggers the body to convert light energy into cell energy without thermal injury to tissue.

Using LEDs we 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. The technology behind photomodulation is the interaction of light delivered through the LEDs which activate skin cells, thus 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. In turn, GentleWaves technology provides the patient with a totally natural, non-invasive method of skin rejuvenation to reduce the visible signs of aging.

Q: Why is this new procedure so exciting?

A: Photomodulation represents a breakthrough solution for skin regeneration that holds enormous potential for a variety of other dermatologic applications as well as other medical conditions. With less power than a 25-Watt household light bulb, the LEDs that treat the skin 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. High patient satisfaction was noted among those treated for wrinkles and acne scars.

There are also many unique benefits for patients such as:

- \* GentleWaves is painless and involves no anesthesia
- \* Non-wounding
- \* No discomfort
- \* No downtime
- \* Quick treatments take less than 5 minutes
- \* Suitable for all skin types
- \* Safe, risk free & non-thermal
- \* More cost effective than many other anti-aging treatments

In addition, Gentle Waves has been found to be extremely effective in improving the appearance of the neck and chest, which have been difficult to treat up to now. Gentle Waves LED photomodulation can also be used in conjunction with other procedures such as microdermabrasion, laser treatments, filler substances and Botox to maximize age retarding results.

Q: What exactly does the procedure entail and what can I expect?

A: Picture yourself receiving a high-tech skin regeneration treatment simply by sitting in front of a special screen saver on your computer. The device uses non-wounding LEDs at specially calibrated energy and natural variable wavelengths of light to gently stimulate or inhibit cellular activity in order to reduce the signs of aging.

GentleWaves 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 are 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 are required.