

The Wave of the Future

Cellular resonance microcurrent technology is becoming one of the most successful non-invasive procedures in today's anti-aging industry.



It's a fact that most age-related health and beauty issues in Americans are largely induced by a combination of lifestyle, diet and environmental factors. As a result, America's "baby boomer" generation is spending millions of dollars each year on anti-aging creams, miracle diets and injections, in an effort to maintain their physical health, fitness and beauty. Procedures such as liposuction, plastic surgery and injectables are on the upswing, but so are healthier diets, fitness regimes and non-invasive procedures. According to a study by *Medical Insight*, "60 million non-invasive aesthetic treatments per year will be performed in 2006. Nearly \$650 million was spent last year on equipment needed to carry out these treatments, and the market is expected to grow as much as 25 percent annually over the next five years." The anti-aging business is currently a \$50 billion dollar industry, and "medical spas" are on the rise across the country. According to *Medical Insight*, "There has been a significant increase in the number of medical professionals positioning to expand into the medical spa market, which should fuel growth in 2006, after the present educational curve is overcome."

Good communication is no longer relevant only to verbal communication — there is a whole physiological conversation going on inside the human body. Through advanced modern technology we are now learning to speak the body's intricate language in order to become more proactive in the world of "anti-aging." Two cutting-edge procedures in today's modern anti-aging technology that are seeing excellent results are the Perfector Face Lift and Arasys Inch Loss and Fitness technologies.

Perfector's non-invasive face-lift is a cellular-resonance technology designed at London University in 1992, following studies that won the Nobel Prize for "listening into the private communications of cells." The Arasys Inch loss and body building system is a neuro-resonance technology invented by Gerry Pollock, the co-inventor of the pacemaker. It was originally developed for multiple sclerosis and other muscle-wasting conditions.

Based on a systemic approach to anti-aging through the use of microcurrent, these technologies offer a non-invasive healthy alternative that has proven to help slow the biological clock on a cellular level. Much like an automobile's battery needs to be charged, the human cells' electrical charge needs to be energized in order to work at their optimal performance. When healthier cells are generated, the body's overall performance is improved, due to better circulation and a substantial increase in the collagen and elastin levels, which are depleted during the aging process causing sagging and wrinkling of the skin.

Perfector and Arasys' technologies use microcurrent in a unique and innovative fashion. They introduce complex square and rectangular waveforms constructed out of up to 1,000 frequencies that intertwine to resonate the intricate language of the cellular and neuronal systems. The stability and ingenuity of the waveforms offer results that are more pronounced, as well as longer lasting when compared to most other microcurrent technologies on the market.

Although plastic surgery and injectables are a popular solution for a "quick fix" of

aging skin, they do not have any positive effect on the skin's overall health and condition. Cellular resonance technology, on the other hand, has revealed an increase of elastin by 48 percent, blood circulation by 38 percent, collagen by 10 percent and ATP (cell energy) up to 500 percent. Many plastic surgeons, dermatologists and other medical doctors are now recognizing the need for the new "healthy" alternatives that are rising in the market as an additional way of attracting millions of new clients who are not interested in injections or surgery. The demand for non-invasive services are growing rapidly, as they tend to be less expensive and require less downtime.

Health and fitness are today's hot issues. Given the limited time that most people have to spend in the gym, Arasys offers a "no sweat effortless workout." Seventeen minutes on the Arasys is analogous to several hours of strenuous exercise. Unlike many EMS devices that target the muscle, Arasys targets the nerve in charge of the muscle offering a full contraction. Arasys offers substantial health benefits that include detoxification, increased oxygenation of organs and tissue, reduction of body fat and an increase in lean body mass and muscle building.

Modern science is continuously searching for the most progressive approach to non-invasive cosmetic procedures, embracing our society's interest in a more spiritual and technological approach to improving their looks and overall health. Is it possible we have finally discovered the "ultimate anti-aging solution?"

For more information visit www.arasysperfector.com and view our ad on the adjacent page. ■

RED CARPET READY

Want to look like you just stepped off a red carpet? We asked the top A-list makeover experts to reveal their secrets.

BY TINA L. WATSON

in just 7 days

THE MUST-HAVE FACIALS Before the Oscars, Sharon Stone heads to Spa Radiance in San Francisco for a Perfector Face Lifting Treatment, also known as a knifeless face lift. Madonna, Gwyneth and Victoria Beckham are fans of the Crystal Clear Oxygen facial, which rejuvenates and firms skin. A five-

Perfect results

The original Perfector Microcurrent system was launched in 1992 by Face and Body Perfector and was an immediate success with its unique waveform providing real anti-ageing programmes and a non-surgical facelift relatively new to the UK at that time.

When Face and Body Perfector Ltd ceased trading in 1996, the assets of the company were acquired by Perfector Skincare Ltd, now in its fifth year of trading specifically to provide support for existing customers and to market a new microcurrent system even more advanced than the original, plus a range of dedicated conductive gels, visible collagen and skincare preparations.

Getting personal

My business background includes training at Harvard and London Business Schools and I am a Fellow of the Institute of Management Consultants. During a 40-year career in the cosmetics and beauty industry I have worked with several of the major international cosmetic houses. There were some 600 UK customers of Face and Body Perfector and countless more internationally but would simply have been left in the lurch if we hadn't come along to provide ongoing support with training, products, marketing and technical back-up.

Moving forward

At Perfector Skincare we immediately started the development of a new microcurrent system, working closely with our associate Keys Electronics, which specialise in the medical and sports injury field, supplying controllers for equipment in intensive care units and traction and exercise machines. The brief was to develop a unit that with the benefit of new and cheaper components would offer salons a quality pre-programmed machine that was affordable and would produce first-class consistent results.

The end product was the

David Greenway, managing director of Perfector Skincare reports on providing a superior service by offering comprehensive after-sales support for a product that delivers real results

treatment has six programmes, which feature a unique spiked waveform for lymphatic drainage and a rectangular waveform for lifting. The combination has been shown to give a deep lift coupled with a smoothing of the skin and cell regeneration. The Purikiss programme provides a deep cleansing and detoxifying facial that has also been shown to help with acne and other skin disorders including pigmentation problems. The Perfector system self-calibrates to ensure consistent conductivity.

Trained to perfection

As with all salon electrical equipment the importance of training should never be underestimated – we take it very seriously. Emma Holmes who heads up Perfector training support says, "Training is normally conducted on customers' own premises. Training back-up also extends to colleges where lecturers are now required to provide microcurrent training as part of the curriculum for all full-time and NVQ level II courses. The Perfector Microcurrent system is the favourite of many colleges around the country including Birmingham, London College of Fashion, Basingstoke, Farnham, Farnham and Bournemouth.

• Perfector non-surgical face lift

The microcurrent works on all levels of the skin, soft tissue and muscle fibres. By increasing the local metabolism and re-educating the muscle fibres a lifting effect is produced. Pre-set programmes mean therapists can deliver consistent treatments to clients with no need for lengthy programming.

• Purikiss lymphatic drainage

Using galvanic currents and the desincrustation gel, the Purikiss programme produces a chemical reaction that removes impurities and deep cleanses. Lymphatic drainage, oil-free lotion, booster serums and pressure point massage decongest the skin. Perfector detox gel is then applied using the pulsed microcurrent and the unique roller effects detoxify and improve skin drainage.

"Training courses are designed to ensure that therapists understand all the theory of microcurrent and then progress to intensive practical work."

Over the pond

Perfector Skincare has just recently been approved and certified by the FDA (Food and Drug Administration) in the United States and that side of the business is booming. We now export over 60 per cent of new machines outside of the UK.

Xanya Sofra-Weiss, PhD, is president of Forever Young Inc, Perfector's US distributor. She has doctorates in neurophysiology and



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erase DISCOLORATION

the Perfector machine

COST \$450 per treatment (includes the Perfector machine, plus microdermabrasion)

TESTER Jody, 26

My skin is pretty healthy, but I still obsess over every broken capillary and sunspot—and lately, I swear I've seen fine lines on my forehead. So I went to Everett M. Lauth, M.D., of New York City's Institute Beauty to try the Perfector machine, which promises to even skin tone, smooth lines, and leave skin more luminous. To start, a technician cleansed my skin, then blasted it for a minute with tiny, sand-like crystals (this is microdermabrasion) to remove dead cells. Next, she put a thick, cold gel over my face (excluding my eyes and lips) and massaged it in with the Perfector's electric wand. It felt like small electric shocks, and the gel was really cold, but overall, the massage felt good. In total, it took about 45 minutes.

DUCH FACTOR 3—for the shocks:

WAS THE GAIN WORTH THE PAIN? Yes. That night, my fine lines were gone. My sunspots weren't erased, but they have faded.

FOR MORE INFORMATION

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www.institutebeauty.com

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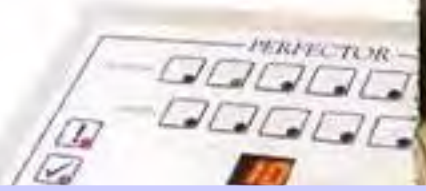
LRM

LINCOLN ROAD MAGAZINE

ALANISA

Madonna is rumored to have one at home, as is Sharon Stone. Now the Perfector, London's hottest beauty fix, is taking America by storm. It's non-evasive and takes no longer than 10-15 minutes per session to show a difference in your skin. The wands use electromagnetic currents that lift up the skin and diminish lines. Maria Hanson, the "it" girl and model in the '80s who became a national headline when a neighbor slashed her face with razor blades has found some serious comfort in the Perfector. She tells LRM: "It's amazing. It has totally helped my face and I can see some of the scars have smoothed out."

FOR MORE ON THE PERFECTOR, CONTACT:
LISA VRANCKEN AT 961.408.2606



10034

imagine

Dr. Xanya Sofra-Weiss: "We are proud to report that we have completed our research on Nanotechnology for the Perfector. During our clinical studies of using the nanoampere range we saw wrinkles disappearing in seconds, muscles lifting and the lift lasting for as long as a month after only one treatment. We also saw dramatic results with hyper pigmentations. Perfector technology has always been more advanced in terms of the clarity of its signal and the stability of its waveforms. But we've never seen the pervasive results we observed with nanotechnology, neither with the previous settings of the Perfector nor with any other cosmetic procedures."



Perfector Introduces Nanotechnology to Cosmetic Procedures

Q: *Why nanotechnology?*

Dr. Weiss: The importance of nanotechnology that uses nanoamperes (one over a billion of an ampere) to resonate biological signals is immense. It has been known since 2001 (Nobel Prize in Physiology and Medicine) that biological signals are in the pico amperage range (one over a trillion of an ampere). Clinical studies in Ks Electronics and our UK and USA research departments have clearly shown that waveforms delivered in the nanoampere range (one billionth of an ampere) are significantly superior than waveforms delivered in the microcurrent range (one over a million) in building skin and muscle tissue and

restoring the skin's overall youthful freshness and glow. Results were significant in the $p < 0.001$ range for the 48 individuals who received the treatment with nanoamperes.

Q: *Was this a double blind study?*

Dr. Weiss: Yes our study was double blind and we used a within subjects design. Treatment with nano was significantly superior to treatment with microcurrent for all variables. The consistent superiority of using nanotechnology suggests that the discrepancy between the pico ampere biological signal and the microcurrent signal may be too great to adequately support and enhance the biological process of skin and muscle

tissue building and overall skin rejuvenation. However, the nanoampere signal is much closer to the biological pico ampere signal and therefore resonates with biological signals more efficiently to enhance skin and muscle tissue building and overall skin rejuvenation.

Q: *What is the importance of resonance?*

Dr. Weiss: Resonance is like a key to a lock. Resonating a biological signal means communicating with the pico-electrically based language of the cells, their genes and proteins. The clarity of the signal in conducting such a communication is crucial

Research in Nanotechnology



2006

Noise reduction in an electronic signal can be compared to the compromised sound emitted from a \$200 stereo versus the full sound coming out a \$6,000 stereo. There is an unquestionable difference in sound quality between the \$200 and \$6,000 stereo equipment. Imagine the same clarity of a signal in an electronic device designed to eliminate noise by automatically adjusting to different skin types and textures. This is accomplished by Perfector's computer sophisticated hardware and software that eliminate background noise and deliver a crystal clear signal that resonates with the body's natural regenerative and healing capacity.

NEWSLETTER

New Tissue Building Lift

The best kept secret in Hollywood is turning into a buzzword...



It's called the PerfeCTOR and it is based on the new Cellular Resonance Technology from London University.

Discovered by a number of A-list celebrities, it is now taking over dermatological facilities and medical spas. The system's eight scientifically based programs are designed to enhance systemic

balance, a synonym for health. Its biologically resonating functions include oxygenation, detoxification, and cell energy restoration which builds tissue and ultimately promotes immune harmony. This triggers a chain of biological events that lead to a natural face lift, as well as improve cases of melasma, acne and rosacea.

On Safe Anti-aging



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A-list celebrities have used the PerfeCTOR since 1994. In the US the "stars' secret trend" started in New York, then quickly spread by word of mouth to the West Coast. Recently discovered by the media, PerfeCTOR is now featured on TV news, in books, magazines, and newspapers, including the Sunday Times. As it always happens with a new mode, some doubt it until they see the results. Unlock the secrets of the stars by calling:

1 866 25 YOUNG

or visiting
www.arasysperfeCTOR.com



LONDON UNIVERSITY SCIENCE GAINS INTERNATIONAL RECOGNITION

PerfeCTOR was invented in 1992 on the basis of research conducted at London University. The PerfeCTOR's specific frequency waveforms are cell compatible to resonate the intricate language of bioelectrical impulses, as they were quoted in

Neher's Nobel Prized lecture. "There is good reason to hope that improved technology will reveal a whole 'microcosmos' of electrical signals in a multitude of electrically and chemically excitable cell types." Dr. Neher - Nobel Prize, 1991

Salon & STYLE



STYLIN' NOVELS

THE WORLD OF FASHION GETS A GOOD READ IN A NUMBER OF BOOKS ABOUT THE INDUSTRY

STYLE | D6

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MONDAY, DECEMBER 5, 2005



THE A-LIST
Gina Tolson

Facial gives benefits without the surgery

LIFT

YOUR HOLIDAY SPIRIT



In out of town of the "top-end look" means "Gals will go pale and then purple" is my go-to-saying while "Nipples, breasts, buttocks, culms, stretch-ing and pull-up are sooooo last season." I've always kept my lifestyle that most girls must want to be treated to some of these five days and nights of taping, I take pleasure in walking through a construction site to see support beams, avoiding machinery and with me being of light and a boy you'd stay out the other end looking like 25 again.

While I don't have that phone number to my A List, I do have a few hairy girls, my girlfriends.

Let's go to the French and the Swiss to lead the way of cutting-edge reproductive skin care, and it's no surprise that both Barbara and her husband, Melville Simon of FACE at The Endotermology Center offer up-of-the-line microcurrent lifting facials in his cozy clientele. Given a beautiful, young, expectant mother with many a wrinkle in sight, you can maintain electric microcurrent injection or RF, dermal plate stimulation and stimulate collagen reproduction.

"This non-invasive designed by two Nobel Prize-winning scientists for cell regeneration," says Simon, as the machine's tiny, cold steel tip and around my face. Generally, a 30-minute session consists of rhythmic movements with the apparatus of certain frequency pressure points on the face, neck and upper body — in steps, pulses or electrical bursts — just an occasional pulsating wave of light.

Tuned to the EM or the "invisible benefit," the treatment is actually proven to be regenerative, not just a quick fix. However, I had immediate results with fine lines around my mouth, and visible lifting around the eyes, cheekbones and jaw line. The technology is designed to regulate how much energy is in a cell, replicate that and bring the cell back into homeostasis, then allowing the cell to regenerate itself. If applied in a series of 12 visits, with up to two or three times per week, there will be significant change in the look and texture of the skin.

Simon exclusively uses this type of a procedure skin care line from France, in combination with her microcurrent treatment. Simon's clients say "That's how she looks so good lately," says Thomas and Holly Clapp are all devoted fans of her non-invasive facial treatment.

"Lift" your holiday spirit, and be the belle of the ball (and look like 10 years younger at your next soiree with this amazing new treatment).

Gina Tolson is a freelance author at Simon Endotermology Center. E-mail her at ginat@simonendoterm.com.

NEED A LIFT?

Melville Simon of FACE at The Endotermology Center
181W. Madison St., Suite 14
423-4900
\$180 per session, \$210 for two, \$1,560 for a series of 12

Facial Contouring Expert
Eric Zubrick of Marwa International Skincare
1485 E. Valley Road, Suite 8
Methuen
960-7274

Zubrick's Swiss-engineered "Lift-Facials" use infra-light energy — combining micro-needled and polarized currents — to treat skin damage, pigmentation and acne or PR and have the wrinkles of the face.
\$170 per session, \$1,100 for a series of 10, \$1,000 for 12

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Cutting-Edge Trends

Trend #1: Nanotechnology

Non-invasive treatments employing nanotechnology and infrared lights are ushering in a more enlightened attitude toward aging. The ultimate goal isn't to stretch or iron out every possible line, but to look like a refreshed version of your best self.

These procedures, with patented technology and names Aldous Huxley might have coined (Syneron's ReFirme, the Nano Perfector, and GentleWaves), send wavelengths at specific radio frequencies that penetrate to the cellular level of your skin. The waves work with and boost you skin cells' own reparative functions to enhance collagen production and neutralize free radicals.

Photo: Len Lagrus; Model: Nicole F. at NY Model Management; Hair: Joel Gunderson at Cutler Salon; Makeup: Jason Ascher; Manicure: Townhouse Spa; Spa: Chantecaille Energy Spa; Swimsuit: Carmen Marc Valvo

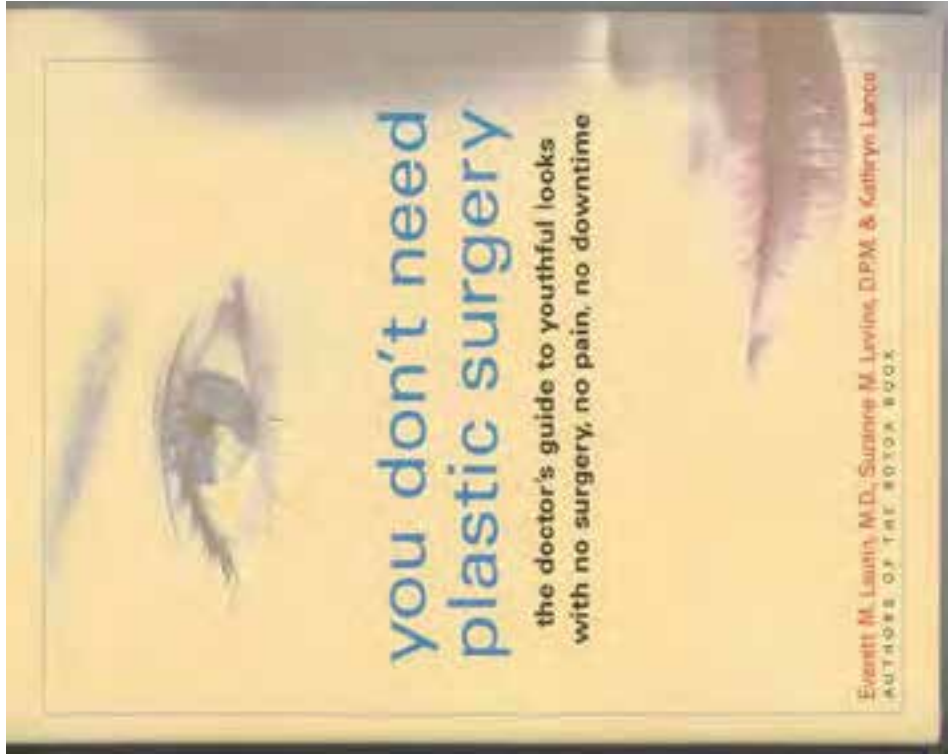
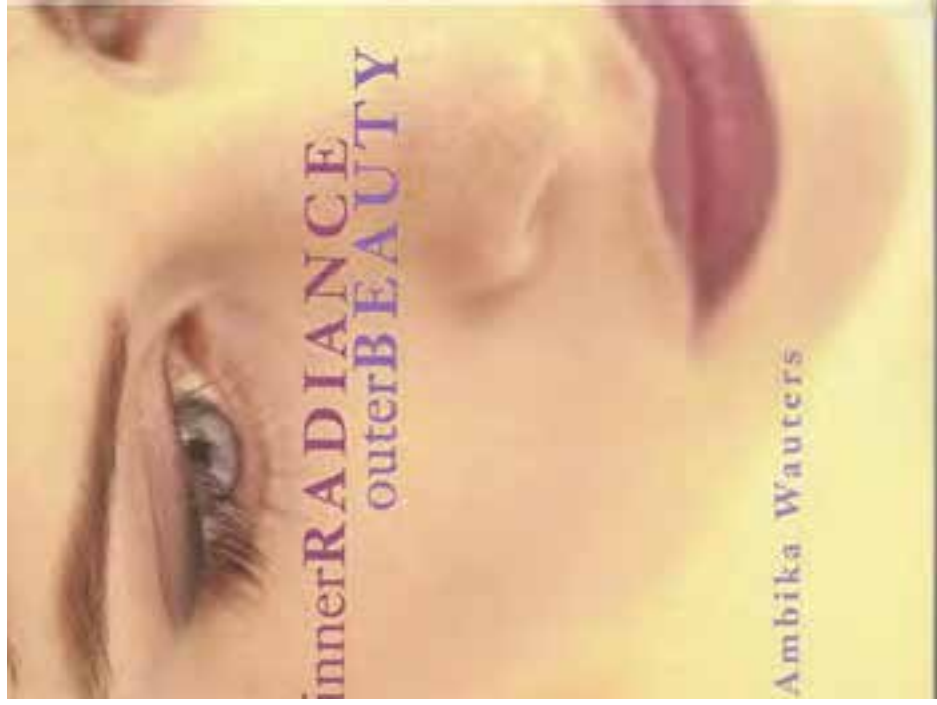
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Image 1 of 25

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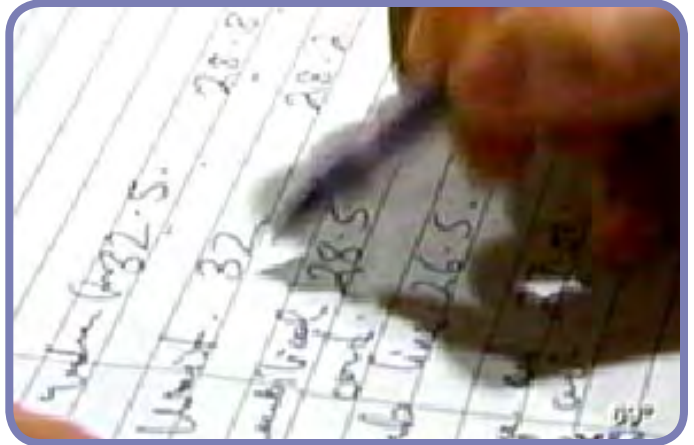
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