07 MEDIA KIT

Arasys Inch Loss

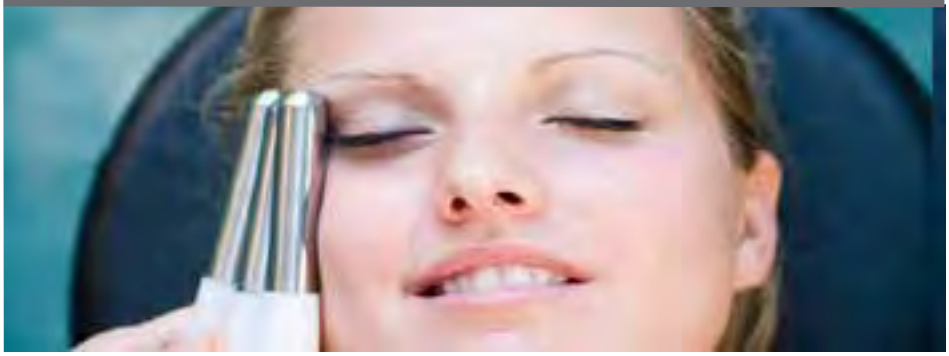
Arasys is a Hand Made Electronic Device created and manufactured by the co-inventor of the first pacemaker, Gerry Pollock. Arasys Effortless Power Workout speeds up muscle building and inch loss at a fraction of the time needed at the gym. Results are equivalent to strenuous exercise and they last as long.

Perfector Rejuvenation Lift

Perfector is a non-invasive skin rejuvenation computerized device that builds new tissue, lifts sagging muscles purifies and detoxifies until your skin glows with health.

For Sales and General Info:
(866) 25 YOUNG
fax (877) 26 YOUNG
Outside the USA: (808) 395-0656
Fax: (808) 395-0787
www.arasysperfector.com

arasys | PERFECTOR



THE SUNDAY TIMES
INNOVATION 11

Keeping trim without the effort of exercise: the Arasys units, already used in beauty salons, could be put to work in hospitals to tone the muscles of bedridden patients

Fighting the flab without sweat

A SCIENTIST has invented a machine he claims will keep people trim without the need for exercise and could help reverse muscle-wasting conditions such as multiple seleroiss, writes Sean Hargrave.

The Arasys exerciser unite (fA-RAdic SYStem), developed at London's South Bank University Technopark, is already being sold to health clubs and beauty salons for those who want to lose weight without putting in the effort.

Now the machine's designer. Gerry Pollock, is searching for hospitals and clinics that could hellp him test the system on disabled patients who are unable to exercise. He believes Arasys could prevent the muscle wastage common among those confined to bed or a wheelchair.

The machine flexes muscle by passing tiny electric currents through nerve endings at either end of muscle groups. This makes the tissue contract for two seconds, as if it were being put through a gym workout.

A typical session with the machine lasts 17 minutes. Pollock says this is because people can feel tired if they have a longer stint and do not notice as much benefit as from a shorter session. He claims each treatment is the equivalent of doing 300 sit-ups and that three sessions are all that are needed until weight loss can be measured.

The Arasys system can treat four sets of muscle simultaneously. In cosmetic use these are normally the stomach, bottom, thighs and calves. In medical use, this would change to exercise the parts of the body a patient cannot move.

Pollock, a chemist, claims his technology is superior to machines that make similar claims of effortless weight-loss because of the electric wave form he designed. He says his electronics expertise, that was used in the development of the first pacemaker, ensures the muscles are exercised at the correct speed for the optimum duration.

This involves controlling electrical impulse to avoid suddenly jerky muscle movements. To achieve this, Arasys generates smooth rather than spiked electrical signals so that the muscle is stretched in a manner more similar to way it behaves during real exercise.

"We only discovered how long and intense the signal should be through trial and error during the system's five-year development." says Pollock. "Just passing any old electrical signal across a muscle simply doesn't work."

Besides helping the disabled, Pollock believes his machine could be used to return strength to the elderly and those who suffer from multiple selerosis.

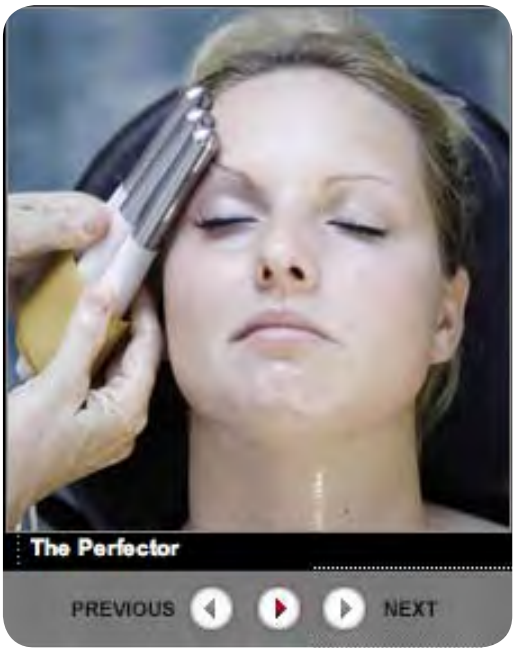
His niece, Angela Sylvester, a qualified nurse, regularly uses Arasys on four ME sufferers who are unable to exercise. She claims they all report they feel stronger.

"One of the ladies used to be a fitness instructor, but because of her condition she cannot work out any more," says Sylvester. "she benefits from being able to stay trim and exercise muscles that would otherwise be hardly used."

Pollock hopes his invention will soon be put to its original healthcare use and is keen to talk with clinics and hospitals that believe they could help him tailor the system for individual conditions.

"I need to talk with experts so that we can decide if the present electrical signal is appropriate or if it needs changing," he says.

From the NEW YORK POST Click Here
NYC Weather 34 degrees OVERCAST
NEW YORK POST
24 HOURS A DAY
Tuesday, January 30, 2007
Last Update: 03:05 PM EST
REAL EST DA
powered by YAHOO! SEA
Recent GO
HOME NEWS SPORTS PAGE SIX BUSINESS ENTERTAINMENT OPINION TV CLASSIFIEDS MO
Pulse Home | Movies | Music | Food | Fashion | Theater | Health | Travel | Comics & Games | Horoscope | Dating | Weddi



THE LUNCHTIME FACE-LIFT

SPEEDY TREATMENTS PROMISE NO WRINKLES
BY AFTERNOON MEETINGS

January 30, 2007 -- OIL changes. Eating a salad. Having a fling in a hot
And now, joining the list of things you can do in 30 minutes over your
lunch break: a face-lift.

Gone are the days of pretending to be on vacation while hiding out in
doctor's office in Mexico. A host of procedures are being advertised as
"insta-lifts," makeovers that take minutes to do and don't leave major
scars...

...30-minute pick-me-up procedures include:

THE PERFECTOR

Cost: It depends on the spa, but expect to pay anywhere from $200 to $350 per treatment
What it is: A computerized device that lifts facial muscles - increasing collagen and elastin, while building tissue. Developers say it doesn't cause trauma to the skin. It also reduces pigmentations and acne and can be used after plastic surgery to reduce scarring.
How long it takes: 45 minutes per treatment. Recommended maintenance is every six weeks. Effects are permanent after six to eight treatments but will vary depending on skin types.
Where you can get it done: G-Spa (inside the Hotel Gansevoort, 18 Ninth Ave., [212] 660-6733); arasysperfector.com to find locations and spas.

ARASYS III

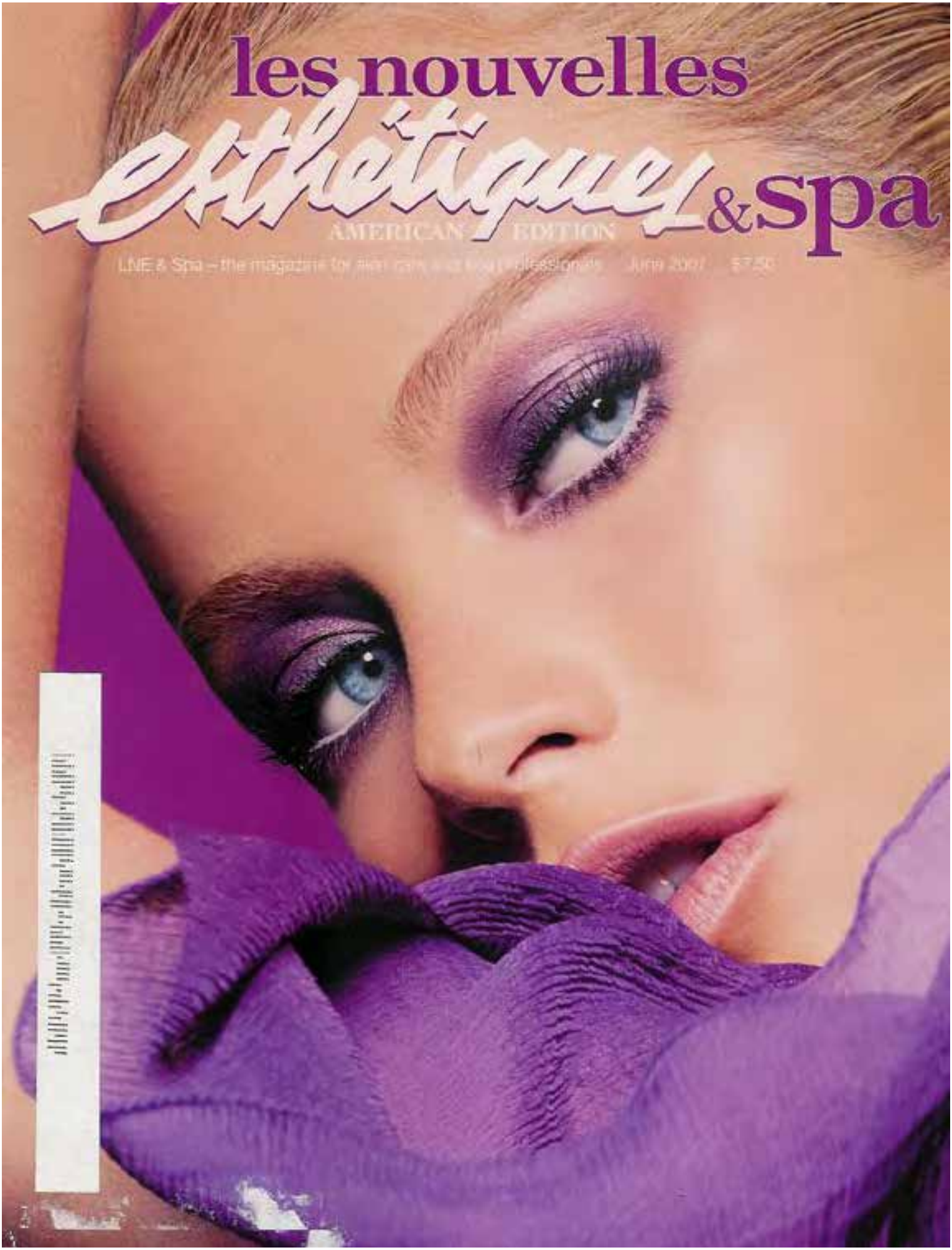
Cost: Treatments run $100 to $150
What it is: Builds muscle by shocking the nerve in charge of the muscle, causing a contraction and increasing metabolic rate. Also suppose to reduce cellulite and inches by burning fat during the shock exercises.
How long it takes: 30 minutes. Some patients see 1 to 2 inches of body fat taken off after the first treatment. Repeat as often as you like depending on individual goals. Best used in conjunction with an exercise program over a four-to-six-week period. One treatment is equivalent to two to three hours in the gym.
Where you can get it done: Starting next month at G-Spa.

SIGN IN | SUBSCRIBE | RSS

les nouvelles esthétiques & spa

AMERICAN EDITION

LNE & Spa – the magazine for skin care and spa professionals June 2007 $7.50



A proper diet is key in maintaining a slim waist line.

What is BMI? It is a ratio of weight in relation to height. Current U.S. dietary guidelines classify BMI as follows: less than 18.5 is underweight, 18.5 to 24.9 is within the healthy weight range, 25 to 29.9 is moderately overweight and 30 or more is severely overweight or obese.

The whys of weight gain

Recent statistics show that 127 million Americans over the age of 20 are overweight. For guys between the ages of 18 and 39, obesity rates have doubled in the past 10 years. After smoking, obesity is the leading cause of preventable death. America's problem with bulging waistlines has reached pandemic proportions, according to federal health officials who warn that obesity is becoming society's number one killer. Yet as doctors wrestle with the problem, economists have been pondering which corporations and industries benefit from the trend. They have also been assessing what changes in the overall economy have contributed to making us fat in the first place.

It turns out, economists say, that changes in food technology—producing tasty, easy-to-cook food, such as French fries—are partly to blame for plus-sizes. Ditto for labor changes—we used to be paid to exercise at work, now we pay to exercise after work. Add in there evolving family member roles, and you've got wider waist lines. While there are still some fabulous women chefs, many have generally turned to the workforce and away from the kitchen, and although super dads who cook meals daily are still around, some men have overall stayed away from the stove. A combination of the latter has resulted in a boom of industries that are able to cheaply and efficiently meet the demands of our busy lives, namely the cookie industry, the fast-food industry, potato chips and soda, as well as the chain-restaurant industry, with its heaping portions of low-priced, high-calorie foods. Quick food may be a solution to our fast-paced lifestyles, but what are we to do in the meantime?

Fighting fat

We've come full circle with the same questions. How do we combat fat, and is there a way to do so fast and effectively? Exercise is certainly a solution. One hour of exercise adds an hour to our lives, but as Bruce Willis so eloquently stated, "Why do you need all these hours of extra life if we have to spend it all exercising?" And what about all of us who do not have the time or the inclination to exercise?

Instead of trying to provide a simple and quick answer to all of these pertinent questions we thought to simply ask movie stars how they do it. Ask them confidentially, too, because they probably don't want anyone else to know their secret to a shapely physique.

It took a lot of effort and several phone calls before one of the "stars" directed us to a novel technique, which is designed to burn fat, build muscle and help you lose inches, as well as jump-start your gym regime or increase stamina for those who do like to exercise. Apparently the treatment enhances your health through detoxification and oxygenation—crucial parts of the therapy that produce dramatic cellulite-reducing benefits. Although the procedure and related results sounded too good to be true, we took the plunge with faith in technology and made contact.

Possible solution

The celebrity sent us to a spa where we underwent a fat burning and inch loss treatment. It felt like an "electronic corset" that squeezes you and makes you feel as if you are doing thousands of effortless situps. It was truly a unique experience where you feel as if you are exercising, albeit without strain, pain or sweat. Within a half an hour I had lost two inches off my waist, down to 30 inches. My partner lost 2.8 inches on her waist and 3 inches off her abdomen. I was delighted to find out the next day that my waist measured 29.5, an extra half an inch less, although I am not sure whether the additional half inch was related to the treatment. Nevertheless, that night I slept well and in the morning, I felt rejuvenated and healthy.

Excited, we called our source back to find out more about this "miracle" therapy. It's called Arasys, a cutting edge electronic device designed to provide a no-sweat, high powered workout for muscle building and body shaping. Developed at London University by the coinventor of the first pacemaker, Gerry Pollock, Arasys is an effective procedure to shape up.

How it works

The science behind the device is absolutely fascinating. After 17 years of research the inventor developed the Arasys waveform, which is proven to resonate brain signals to nerves that control muscles, providing the clean muscular contractions you get during body building or exercising. Arasys is made up of 1,000 complex waveforms, which were built into the device by Pollock. The Arasys signal has the clarity and accuracy that resembles the biological signal for muscle contraction, which renders the device unique.

continues

Losing inches is a major challenge, as our fast-paced society leaves little room for exercise.

Now let's review some biology. Muscle cells do not receive or understand brain signals. Only muscle neurons understand the brain signal that Arasys has been designed to resonate. The action of signaling the nerve-controlled muscle causing a muscular contraction is a far more complicated process than muscle stimulation alone.

The Arasys signal has the clarity and accuracy that resembles the biological signal for muscle contraction, which renders the device unique.

Unlike most electrical muscle stimulators the Arasys signal targets the neuromuscular connection, the area where a motor neuron attaches to a muscle. The neurotransmitter acetylcholine, which transfers nerve substances, is released from the nerve's core when its impulse reaches the neuromuscular connection. A wave of electrical changes is produced in the muscle cell as the acetylcholine binds to the cell's surface. Calcium is then released from the area in the cell that is involved in the production of proteins and phospholipids—building blocks of cellular membranes. Each impulse from a nerve cell causes calcium release to bring about a muscle contraction that simulates the effects of physical activity.

Multiple uses

The Arasys device is helpful for those who have little time on their hands to conduct a full workout at the gym. Its technique enables users to achieve results of a lengthy exercise session in far less time. Yet the devise is not only applicable to those of us who run around all day only to pick up dinner on our way home when we're running late. Arasys may also benefit people who have a limited capacity to move about, are not able to go out in search of physical activity, have a medical condition that inhibits movement or are too weak to exercise but could sure use its benefits. The device may also assist people back to health, not just provide beautifying results. Those who are under medical care, of course, should check with their doctor before making any changes that may deviate from their daily routine.

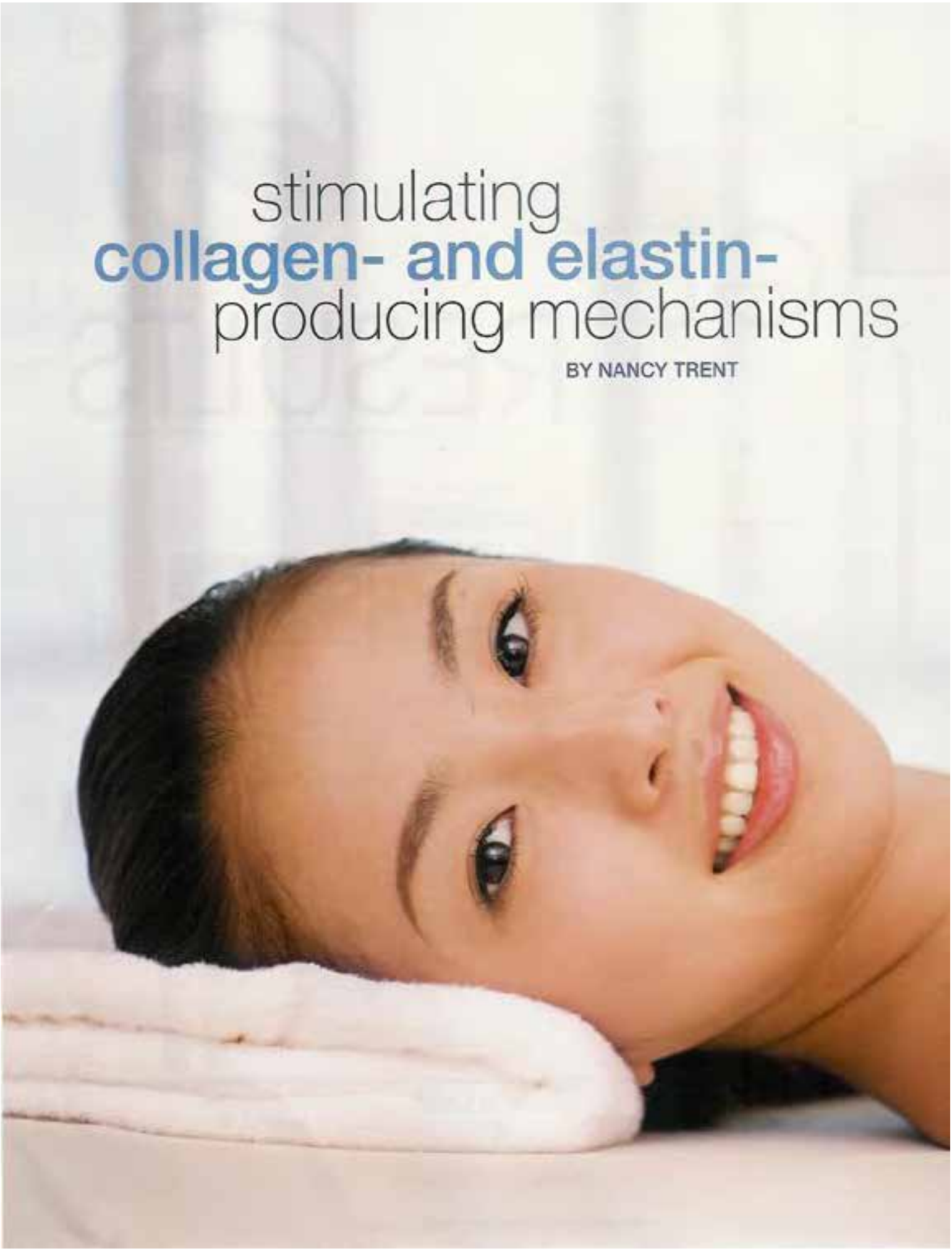
In summary, Arasys works through a sophisticated and complex manner beyond muscle stimulation, as its technology creates full muscle contractions that are analogous to the movement produced by regular exercise. ■

Gerry Pollack continues to conduct research and development on a variety of science-related projects at the Innova Science Park, a European community funded research center.

*Born in Paris, France, **Danielle Delon** freelances in her place of birth, as well as in Miami, Florida, conducting nonfiction reviews on cosmetic devices, face creams and serums. She has been published in a number of magazines including health and housekeeping publications. Delon specializes in women's health and fitness, alternative medicine and investigative scientific journalism. She graduated from the University of Paris with a bachelor of arts in journalism.*

stimulating collagen- and elastin-producing mechanisms

BY NANCY TRENT



The advanced, red light-emitting diode helps diminish the visible appearance of fine lines, wrinkles and age spots by promoting collagen firmness.

"Consumption of these amino acids in protein-containing foods and/or via dietary supplements, as well as vitamin C and iron intake, will help to assure that you've got everything you need to make collagen and elastin," explains Dr. Bruno.

Methods to increase skin-enhancing proteins

Another way to stimulate collagen and elastin is by effecting inflammation. Lasers, peels and topicals "insult" or injure the skin, says Sharrone Morisson de La Bassetiere, educator/lead medical esthetician at New York's TriBeCa MedSpa. "On a very basic level, the skin needs structural proteins to repair itself so it produces elastin and collagen."

At TriBeCa MedSpa, estheticians control such skin-related "injuries," i.e. treatments, to minimize negative side effects and maximize benefits. Over the course of weeks or a month, the skin thickens, the dead layer of cells thins, more elastin and collagen fibers are created, fewer wrinkles appear and the skin becomes more vibrant.

Some of the latest techniques designed to produce collagen and elastin include:

Radiesse. Delivers tiny calcium-based microspheres that form a "scaffold" to support and stimulate the growth of the person's own collagen. It rebuilds the skin's foundation and restores a youthful look without risks associated with permanent collagen implants. It treats nose and lip folds, nose bridge, jaw line, cheekbone contouring, fine lines and oral junction points (corner of mouth).

Titan. A non-ablative laser that treats the deepest layer of the skin, the reticular dermis. Titan is indicated for skin laxity, sagging and toning. Best results can be observed three-to-six months post treatment. Heat disrupts the bonds linking the collagen triple helix and the collagen coil "relaxes," resulting in a shorter, thicker strand.

Perfector. A computerized device that lifts facial muscles, rejuvenates and restores youthful freshness, the Perfector combines microcurrents that oxygenate, firm and detoxify the skin with nanotechnology, which regenerates and builds skin and muscle tissue. Perfector achieves dramatic results through resonating biological signals that regenerate cells, building new muscle and skin tissue while stimulating cell energy, as well as collagen and elastin production.

Revitalight. A safe and effective use of advanced light-emitting diode (LED) technology, Revitalight is designed to provide anti-aging results. When focused on a concentrated problem area, the red LED light helps diminish the visible appearance of fine lines and wrinkles, as well as age spots on the face, neck, hands and body by promoting collagen firmness.

At-home and in-facility treatments

For at-home use, the ilift handheld electronic device uses a combination of infrared rays, both negative and positive ions, and micromassage, which increases the skin's elastin and collagen. Infrared rays and micromassage stimulate tissue metabolism that in turn increase elastin and collagen production. Negative and positive ions push the active ingredients of ilift's companion serum below the dermis, where they help turn

continues

From fat to flat

'I lost three inches off my stomach!'

Debbie, Wendy, Lesley and Frances tried four different tummy-toning treatments and gave us their verdicts

Debbie Rau, 37, from East Sheen, London, is a housewife with two children – Dominic, 11, and Anelise, five
HEIGHT: 5ft 2in
WEIGHT BEFORE: 10st 10lb
WEIGHT AFTER: 10st 6lb

MEASUREMENTS
BEFORE: waist, 35in; tummy, 41½in; hips, 41in; buttocks, 40½in
AFTER: waist, 34½in; tummy, 38½in; hips, 40in; buttocks, 40½in
LOST: weight, 4lb; waist, ½in; tummy, 3in; hips, 1in

HOW:
ARASYS This is a new inch-loss system which works by sending a faradic (electrical) current to stimulate, tone and firm tummy muscles. It also reduces cellulite and breaks down body fat. A

about the treatment. It was quite strange – it felt like having wriggly worms in my tummy. At first I didn't want them to turn the machine up too high but I got used to it. The more often I went

wired up for treatment

Town&Country

ESTABLISHED IN 1846

LOVE & the RICH

I Wish I'd *Married Rich*
What Is Marriage Now?

What He *Really Thinks* About Your *Plastic Surgery*

The DIVORCE *of the* YEAR
The Top Divorce Lawyers

The Cell Whisperer

Melanie Simon's electric facials have everyone buzzing. *By Christine Lennon*

WHEN MELANIE SIMON travels for work, making it through airport security can be something of a challenge. Simon is an electrical aesthetician, and the tools of her trade include very rare, very complicated, and somewhat unfamiliar-looking machines. "The guys at Los Angeles International know me by now," says Simon, thirty-two, a petite brunette with perfect auburn highlights and the pale, flawless skin of a child. "I've explained those machines to them so many times."

Technically, Simon's a facialist, but not the clay mask–proffering kind. For six years she has been treating patients with very low-current electrical treatments, which she says help rejuvenate aging skin. She won't divulge her client list or name the media mogul rumored to have been seen leaving her office, but word is spreading fast about the face-lift–like transformations seen by people who put their skin in Simon's hands.

"My clients always have people ask them, 'How has this happened? How is it that you don't age?'" Simon says. "My goal is to make cells healthy so they produce more collagen and elastin and go on to live a long, happy life." And now, with the launch of her first product, Circ-Cell Rem Masque-Serum ($280), nightly treatment mask made from sixty-two ingredients, Simon is giving those of us who can't make regular trips to see her a chance to recharge our skin care routine.

Simon's philosophy is unusual for a couple of reasons. First, she disagrees with the widely accepted theory that cellular renewal—speeding up the death of epidermal skin cells so they are shed, revealing the younger cells that lie beneath—is good for our skin. The past decade has seen a growth in laser and pulsed light treatments, microdermabrasion, peels, and potions—all in the name of cell turnover. But Simon is part of a semi-rogue faction of skin specialists who question the long-term effects of repeatedly removing layers of skin.

"You're putting so much stress on it that it will eventually break down," she says. "Over time, people may suddenly become hypersensitive, get eczema, get acute acne. It's a reaction. I'm starting to see the evidence that it's not the right thing."

Instead, her facials aim to rehabilitate skin cells. During a typical session, clients are hooked up to five different devices, including the SP-8, which stimulates lymph drainage, and the Perfector, which transmits tiny electric current. When using the Perfector, Simon wears gloves wired to transmit undetectable nano-amplified currents that mimic the natural electrical impulses of a body operating in its optimal state. "I'm using low-amplitude current and vibrate the frequencies produced by the human brain during skin renewal and restoration," she says. For a week or more after treatment, the skin appears firmer and tighter, its contours are more defined, and Simon's clients, she says, are generally ecstatic, even if they don't fully understand what's just happened to them.

In between treatments, she advocates supporting skin cells during the day with potions from the cult French line Biologique Recherche, and at night with her own Circ-Cell. It's an all-in-one treatment for pigmentation and acne that also improves skin firmness and minimizes fine lines. Users combine a moisturizing serum with a mineral-infused dust that contains powdered gemstones like amethyst and tourmaline. The mixture, she explains, creates a material of varied frequency that sends "little nano currents pulsing through the skin." Simon has been at work on the product, which also counts as its ingredients cells and yeast, for two years. "This is it," she promises. "We had thirty-day trials. One woman said she'd been asked three times if she'd had a face-lift by day twenty."

Simon administers treatments in her glorious Montecito, California, office and from her second home in Jackson Hole, Wyoming. Her husband, Kyle Clancy, is a professional snowboarder. She also travels to see clients in places as far-flung as Dubai. Her sessions often go beyond the skin; if she senses an imbalance that she believes is responsible for swollen, dull, or sagging skin, she'll refer a client to a nutritionist, an endocrinologist, or Michael Galitzer, M.D., the anti-aging specialist who figures prominently in the Suzanne Somers oeuvre. She'll also help clients find the right plastic surgeon for their needs, and she's a big believer in the healing powers of Botox.

Her goal, however, is to tap into the body's own elusive energy. "We all have our own electrical image, like a fingerprint," she says. "When you get right in that magic zone, the results are incredible." ✕

Circ-Cell Rem Masque-Serum, $280, circc.com