

Bring to light

We discover how the current LED light therapy devices are enabling salons to offer diverse treatment options to clients.



Choosing a new technology for your business can often be a daunting task, yet at the top of most salon owners' wish list is a device which can be used on all clients, offers great versatility and one that delivers proven results.

For consumers, it appears they are increasingly on the hunt for non-invasive protocols which provide effective outcomes without the downtime. As a result, LED therapy is fast ticking all the boxes and now becoming a familiar sight in treatment rooms around the country.

Providing a wide selection of benefits, light therapy utilises a range of wavelengths – most commonly red, blue and near infrared – in order to facilitate changes within the skin. Their individual characteristics help to provide different outcomes, and this enables therapists to create customised treatments based on clients' specific needs.

Innovation and interest

Over the past decade, this particular sector has experienced much innovation. From canopies and face masks to the advent of hand-held tools and at-home options, you'll now find an array of devices available featuring the power of LED. The technology has also been enjoying heightened publicity during recent years thanks to celebrity endorsements from such names as Kourtney Kardashian, Jessica Alba and Kate Hudson, as well as social media playing its part in helping to fuel consumer interest worldwide.

"With a shift towards non-invasive skin care, LED light therapy has been hailed as the 'go to' treatment for improvements in skin health and vitality," says Louise Taylor, director of Dermalux. "LED therapy is used for the effective treatment of a wide range of skin concerns without downtime. The growing popularity of this celebrity skin care favourite has triggered a surge in the number of salons offering LED treatments."

"The internet and social media has had a huge impact on spa goes today. Savvy clients know what they want and have become increasingly demanding of new technology, including light therapy," agrees Denise Ryan, VP of brand management for BioPhotas, Inc. "Millennials, in particular, are aware of advancements in aesthetics through online research and peer experiences and are driven by a fear of missing out."

"Staying current with new technology and offering expanded services are crucial for clinic success and growth these days," Denise adds. "Thankfully, advancements in light therapy research has resulted in devices which are multifunctional, less expensive, easier to use and less bulky."

"Salon owners can select from high performance all-in-one LED devices that treat everything from acne to skin rejuvenation and even pain. However, they should still look for medically credentialed equipment. Clients benefit through the availability of more affordable services and can even purchase their own professional grade LED devices for ongoing maintenance and home use."



Over the past decade, the sector has experienced much innovation. Recent launches include the Celluma DELUX; a flexible, full-coverage panel, designed to provide head-to-toe LED therapy in a portable, space-saving format.

It's in the science

LED therapy allows you to address a multitude of common face and body issues. These include treating problematic skin concerns such as pigmentation, acne and scarring, as well as utilising in overall anti-ageing and rejuvenation services. It can also be deployed to help speed up the process of dermal wound healing and for pain management. So, how exactly does the technology work?

"LED light therapy is the application of low-level light energy to stimulate or regulate biological processes with proven therapeutic effects," explains Louise. "The mechanism of action is a natural response similar to that of plant photosynthesis through a process known as photobiomodulation. Specific wavelengths interact with biological systems and activate key cell receptors which consequently trigger a transfer of light energy to cellular energy. Skin cells that are energised function better and can renew faster to promote youthful, healthy and radiant skin."

"Successful treatment with LED phototherapy is determined by delivering clinically proven wavelengths at an optimised intensity to maximise the light/chromophore interaction that allow for these specific cellular reactions to take place. A chromophore is a target in the skin that has unique light absorbing properties," Louise details. "If the wavelength does not match the target chromophore, then there will be no absorption and, therefore, no reaction and no result."

In the salon or clinic environment, blue, red and near infrared wavelengths are cited as the most clinically evidenced, having undergone extensive research. "These wavelengths have been proven to support ATP (adenosine triphosphate). No other wavelengths are more broadly supported in credible scientific research," Denise states.



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If your client is suffering with acne, blue light can be deployed to help relieve inflammation, reduce swelling and aid the elimination of toxins. This particular wavelength has been shown to normalise sebum production and its antiseptic/antibacterial actions kill *Propionibacterium acnes* (*P. acnes*).

"If you are interested in treating acne vulgaris, then a blue wavelength between 400-470nm is required. These wavelengths create a photo-toxic event for the *P. acnes* bacteria," Denise describes. "To quote renowned researcher Dr. Michael Hamblin, (Low Level Laser (light) therapy (LLLT) for Cosmetic Medicine and Dermatology): "One mechanism of action of phototherapy is via the excitation of porphyrins generated by *P. acnes* as part of its normal metabolism. These porphyrins act as endogenous (produced within the cell) photosensitizers, absorbing light (specifically blue, and to a lesser extent, red) and stimulating photochemical reactions that generate free radicals and singlet oxygen species that are toxic for *P. acnes*."

Renowned for its regeneration and rejuvenation properties, red light is ideal for evening out skin tones and addressing signs of ageing. It also works deep to decrease inflammation, making it particularly effective for treating skin conditions such as eczema, which can be calmed through such treatments.

"Keeping in mind that the longer the wavelength the deeper the reach into the body, this would indicate that deeply penetrating red wavelengths are used effectively to treat a variety of skin conditions, including wrinkles," comments Denise. "Red wavelengths have been proven to increase microcirculation which brings more oxygen and nutrients to the area to improve healing, tissue repair and rejuvenation."

"Red is also anti-inflammatory and reduces the inflammation associated with acne lesions," Denise adds. "These wavelengths enhance immune and lymphatic response for better drainage/removal of dead cells and toxins from the area. Keratinocytes also respond well to the red wavelength and are responsible for skin tone and firmness.

"Invisible to the human eye, near-infrared is an even deeper penetrating wavelength which benefits skin rejuvenation and decreases inflammation, as well as facilitating wound healing and pain management."

Although effective when used alone, therapists also have the ability to combine wavelengths in order to achieve maximum outcomes during professional treatments. For example, clinical studies have detailed that the combination of blue light and red light is particularly effective when treating the condition of acne. "Using a device with red light will reduce the inflammation associated with the acne lesions, stimulate healing and reduce the potential for scarring," notes Denise.

"Red, and a combination of red and near-infrared, are ideal for use following laser treatments, microdermabrasion, microneedling, peels and injections, as well as following surgery and deep ablative procedures," she reveals. "Many different cells respond really well to red and near-infrared; this pairing can be useful in managing a variety of inflammatory based skin-conditions, including the healing of dermal wounds and diabetic ulcers."

Training and support

If you're a salon owner looking to add light therapy to your treatment menu, you could choose to invest in a stand-alone piece of LED equipment and use this to complement your existing skin care products and devices. You'll also find many of the latest multi-platform systems combine light therapy alongside other modalities, such as radio frequency, infusion and microdermabrasion, allowing you to provide a 360 approach when addressing clients' skin concerns.

Take time to research the market before you purchase any LED device. Reputable companies and distributors specialising in this field will be able to supply a wealth of information, including full system specifications and examples of real life results. In addition, it is advisable to check that the brand can provide clarification on any claimed credentials, such as ISO certification, FDA approval and CE marking for medical devices.

It's also important to find out what training options are offered by your chosen system's manufacturer or distributor to ensure that you and your therapist(s) are fully competent in carrying out the treatment to the highest of standards. "Prior to making an investment, find out exactly what kind of training and support is provided," agrees Denise. "Quality light therapy companies, like Celluma, will offer support through live training and webinars to ensure that salon staff are well versed on the benefits of LED and can share confidently with clients."

"When it comes to promoting a new LED device, it's all about the manufacturer's level of marketing, educational support and assets," Denise adds. "Marketing assets should be extensive, easy to use and to integrate so that clients are enthusiastically enrolled in the new LED service. Use your social media platforms to generate awareness and excitement, as well as announcing special offers and product launches."

As the demand for light therapy continues to rise, its popularity can be attributed to many aspects. Yet arguably the main positive from a client's perspective is the fact that treatments are comfortable, safe and most importantly, pain-free. Unlike more invasive aesthetic procedures which naturally require longer periods of recovery, your clients will be able to visit the salon for treatments and experience no downtime or trauma to the skin. In addition, light therapy is also suitable for all skin types, meaning that your entire clientele can benefit from the technology's effects. However, a thorough consultation still must be completed prior to any treatment that takes place.

"In practice, LED light therapy is easily integrated in a multitude of ways. Choosing a good quality device will enable you to offer it as a standalone service, introduce an express treatment menu and upgrade regular treatments to enhance and speed up results," Louise details. "Commercially, this is one of the most profitable treatments available to a salon. LED light therapy creates the basis for all client treatment programmes, offering new revenue and upselling opportunities."



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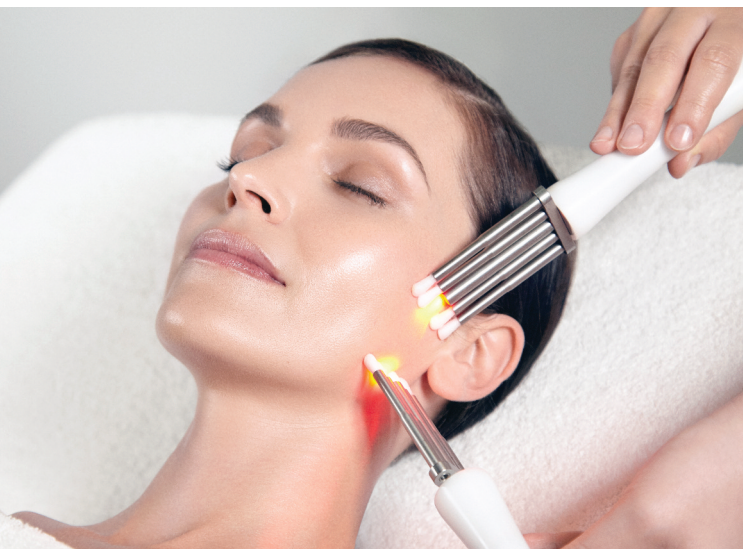
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Celluma PRO is a new FDA cleared and medically CE marked light therapy tool for aesthetic and wellness professionals. It can be utilised anywhere on the body to treat a variety of skin and musculoskeletal conditions, including acne, anti-ageing/dermal wound healing and pain management. Hands-free, portable, space-saving and results-driven, you can use this as a stand-alone device or add-on modality. The technology is also ideal following laser treatments, peels, microneedling, microdermabrasion and injections.

Celluma: 0203 981 3993



Clinically proven to reduce fine lines and wrinkles, CACI's Synergy system combines S.P.E.D dual action technology in which simultaneous LED and microcurrent energy work to stimulate tissue regeneration and help in the production of collagen. Red light therapy encourages skin rejuvenation and promotes tissue healing, whilst blue LED light has an anti-bacterial and calming effect on inflamed or irritated skin. The system also offers an alternating pulsed LED light mode which is particularly effective at treating acne-prone or problematic skin.

CACI International: 020 8731 5678



Functional and modern, the Bio-Penta by Bio-Therapeutic combines five of the brand's most efficacious technologies into one compact machine. In addition to microsonic cleansing, wet/dry microdermabrasion, microcurrent and ultrasound, the system features three colour LED – red light (640nm), blue light (470nm) and combination light for age management and blemishes. With a sleek design, the system boasts innovative touchscreen controls and allows professionals to move easily from one technology to the next for layered skin services.

Bio-Therapeutic: www.bio-therapeutic.online

Skinbrands' Light Fusion is an advanced photofacial system which utilises light energy to increase the synthesis of collagen and elastin, improving blood flow and eliminating toxins to ensure a younger, healthier complexion. This pain-free LED treatment can be added into any protocol and used on conditions such as rosacea, pigmentation and acne, as well as within body treatments to aid lymphatic flow and reduce pain. A course of four sessions coupled with a monthly maintenance treatment is recommended by the brand to maintain results.

Skinbrands: 03330 142 434



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Muscle tension, spasm & stiffness • Dermal wound healing* • Diabetic ulcers*

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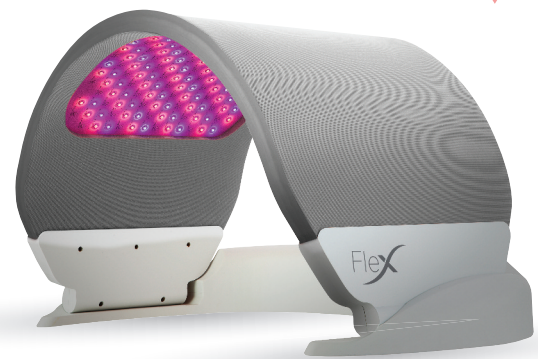


A multi-platform system, PureSkin's ReShape features radio frequency, vacuum, soft laser and LED technologies, which are delivered simultaneously using a single applicator. The device has two probes; one that is ideal for treating the visage, neck and décolleté, whilst the second boasts a larger diameter designed to perform treatments on the body. The PureSkin device can be deployed for a range of services including anti-ageing protocols, cellulite improvement and acne scarring, to name a few.

PureSkin: 01527 962 041

The Dermalux Flex MD features proprietary LED technology. Clinically proven blue (415nm), red (633nm) and near-infrared (830nm) are delivered via single wavelength LEDs to ensure targeted light delivery into the skin. Wavelengths can be selected as individual or multi-wavelength treatments. Medically CE certified for acne, wound healing, psoriasis and pain (musculoskeletal), the Flex MD can also be deployed to treat a range of cosmetic indications including rejuvenation, pigmentation and redness. The flexible LED canopy is secured in a base unit for application to the face and can be removed and positioned flat for treatment of the body.

Dermalux: 0845 689 1789



The Lumineo device from Neo Elegance can be added to existing facials or offered as a standalone treatment. It incorporates six LED wavelengths to help accelerate wound healing, boost collagen, even out skin tone and reduce breakouts, plus much more. Pain-free and relaxing, the Lumineo boasts a sleek and slimline design which means it can be easily packed away to save space. In addition to helping reduce the downtime of advanced aesthetic treatments, the technology can be incorporated into other services such as chemical peels, microneedling, dermaplaning and radio frequency.

Neo Elegance: 01332 986 969

Based on SmartDrive technology, which combines four modalities whose synergy optimises the response to the performed treatment, Genesis by mesoestetic offers pre-set programmes that adapt themselves to clients' individual face and body concerns. The system's capacitive radio frequency with smart LED features high-intensity red LED to boost fibroblastic activity and tissue stimulation for regeneration of collagen and elastin. In addition, it can be deployed to stimulate reflexology drainage points, treat stretch marks, scars and actinic skin damage, reduce redness on sensitive skin and can also act as a post-surgical treatment.

mesoestetic: 01625 529 540



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