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New GentleWaves LED Photomodulation Device Launched

Light BioScience, LLC (Virginia Beach, Va.) has announced the company will unveil their new, second generation GentleWaves[®] LED Photomodulation[™] unit at the upcoming *American Academy of Dermatology* meeting to be held in San Francisco in March 2006. The new system is called GentleWaves Select and features a handheld, smaller and more portable design. The original unit has been renamed the GentleWaves Pro Series.

"We are extremely excited about the GentleWaves Select Unit" said Marcel Besse, executive vice president of sales and marketing at Light BioScience. "This new model is compact, affordable and features a user-friendly design that was developed in close consultation with physicians and their staff. It's the perfect product for physician practices and medical spas."

Costing under \$20,000, the GentleWaves Select will provide medical and aesthetic practices the exact same LED Photomodulation science as offered in the

original GentleWaves system. "With the combination of the same science and technology in a smaller, more affordable unit, there is no reason why every office should not take advantage of the benefits GentleWaves offers," stated Mr. Besse.

"It's about an exact, proprietary formula developed using a specific dose of pulsed light to produce collagen remodeling and skin rejuvenation without injuring the skin."

When asked what the main difference between the two units were, Mr. Besse responded, "The GentleWaves Select is smaller, sleeker and more portable. Reducing the size and weight from about 45 lbs. to 20 lbs. makes this new model simple to transport between treatment rooms, which really benefits practices where time and space is an issue."

Will the new unit be as powerful as the current GentleWaves Pro system? "That's the popular misnomer about our technology," Mr. Besse explained. "The science behind GentleWaves is not about power. It's about an exact, proprietary formula developed using a specific dose of pulsed light to produce collagen remodeling and skin rejuvenation without injuring the skin."

Does this mean that Light BioScience is focusing its attention away from the GentleWaves Pro unit? "Absolutely not," Mr. Besse stated. "The GentleWaves Pro unit is our flagship product and will continue to evolve as we offer new treatment applications and protocols."



GentleWaves Select

“The GentleWaves Select retains all the science of the original unit, so there is no compromise in the performance, just more flexibility in design,” stated David McDaniel, M.D., the inventor of the patented LED Photomodulation technology held by Light BioScience. “The new GentleWaves Select is designed as a handheld unit, yet still preserves all the benefits of the original model.”

“The new handpiece design will cover a minimum of one-half the face” Dr. McDaniel explained. “Hence, a doctor can cover full face, neck and chest in under five minutes.” The treatment protocol for rejuvenation also remains the same, approximately ten sessions over eight to ten weeks.

Moreover, there is no patient discomfort or downtime associated with GentleWaves. “The science has been established in several peer-reviewed papers,” Dr. McDaniel said. “The Photomodulation code has been scientifically designed to maximize or optimize the cell response for periorbital wrinkle reduction. Many competing LED devices for treating wrinkles and photo-aging use red LED rather than the yellow LED of GentleWaves. We’ve tested both colors and found yellow light to be superior for collagen stimulation and wrinkle reduction.”



GentleWaves Select Handpiece

IPL combined with GentleWaves has become more and more popular because GentleWaves “enhances the anti-aging effects for wrinkles, which is often a weaker aspect of IPL treatment,” reported Dr. McDaniel, who also has a private dermatology practice in Virginia Beach, Va. “GentleWaves also diminishes some of the redness and inflammation from IPL. As a clinician, I now have the option of adding additional units of the GentleWaves Select to my busy practice and medical spa at an affordable price, without comprising the science. I also believe the new model is a great entry unit for general dermatologists and general physicians that do not specialize in cosmetic surgery. The GentleWaves Select is extremely easy to use and safe.”

“We use GentleWaves for many different applications besides skin rejuvenation,” stated David Vasily, M.D., a dermatologist in private practice in Bethlehem Pa. “Most of these applications are related to the anti-inflammatory effects of the device.”

“GentleWaves is also used after all facial vascular laser/light procedures. It is remarkably efficient in reducing post-op stinging and burning and minimizing the post-op soft tissue swelling from these procedures. We also use GentleWaves for treatment of sunburn where it almost immediately reduces the burning sensation, and have seen some impressive clinical responses in facial atopic dermatitis,” Dr. Vasily stated.

“One of the more recent applications of the GentleWaves is its use after plasma-kinetic resurfacing. The heat and burning associated immediately post-op with this procedure is significantly reduced and daily GentleWaves seems to reduce post-op erythema and edema during the healing phase. It has become part of our standard post-op regimen,” he added.

Dr. Vasily went on to state, “I believe that the most significant benefit of GentleWaves is that it enhances the effects of many other facial rejuvenative procedures, including photofacials and non-ablative laser/light procedures. All skin rejuvenation in our center begins and ends with GentleWaves.”

Like the original GentleWaves Pro model, the new Select system will be sold worldwide. “We are looking forward to building on our momentum in the international marketplace, and are confident that the new Select system will fit in perfectly as an answer to the growing worldwide demand for products that are safe, fast and effective,” stated Rick Krupnick, Light BioScience’s chief executive officer.

According to Mr. Krupnick, Light BioScience is very active in pursuing new scientific research in such areas as acne, cellulite, wound healing and hair growth, all using their proprietary LED technology. “In recent weeks we have seen some remarkable advances on a number of fronts, including the general medicine arena. Our GentleWaves brand continues to be seen as the market leader in LED medical products and the company is widely viewed as having extensive and valuable intellectual property. The interest from third parties regarding licensing our technology grew dramatically in 2005. This is a very exciting time for us. We are extremely proud of what Light BioScience has accomplished in our first few years, and are excited about what the future holds.” ■

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