

# Shedding light

on light therapy

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The quality of our skin often influences our well being and how we interact with others. When our skin isn't looking its best we often feel more self conscious. Unfortunately the effects of the sun, aging, acne, stress, smoking and pollution all contributing factors that hinder healthy glowing skin. Healthy eating habits and exercise are the basic building blocks for healthy vibrant skin.

Everyday we hear about new exciting technologies created to help slow down the aging progress. Traditionally, medical anti-aging and wrinkle treatments have been fairly aggressive. There is now a demand for new non-surgical procedures to treat different skin types and conditions. One of the most exciting fields today is light therapy. To be a little more precise: Light emitting diodes commonly called LED'S. LED's are a new exciting non-invasive approach to working with light. LED'S are semiconductor devices that emit incoherent light.



## Therapeutic effects of light

Several scientists have taken the time to review and research the beneficial effects of light therapy after the findings of Finsen, Niels Ryberg (1860-1904). Finsen Danish physician, made important discoveries regarding the use of light waves in the treatment of disease. In 1883 he began to study the use of filtered sunlight in the treatment of skin lesions caused by smallpox, a viral disease.

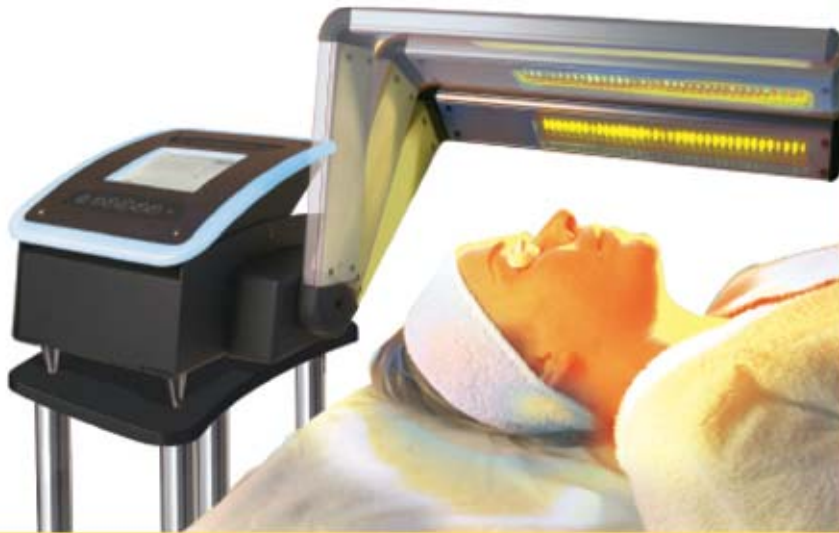
In the last 10 years independent worldwide research has shown that light applied in the correct wavelength stimulates intercellular communication, resulting in skin rejuvenation.

## Usage of LED light

LED'S are semiconductor devices that emit incoherent narrow-spectrum light when electrically biased in the forward direction. This effect is a form of electroluminescence. The color of the emitted light depends on the composition and condition of the semi conducting material used, and can be near-ultraviolet, visible or infrared.

Electromagnetic waves exist with an enormous range of frequencies. This continuous range of frequencies is known as the electromagnetic spectrum. The entire range of the spectrum is often broken into specific regions. We specify a wavelength and work only in the visible light spectrum. Visible light is detectable by the human eye and consists of wavelengths ranging from 400 (violet)-700nm (red).

Ultraviolet (UV) and infrared (IR) are often considered to be light yet they can't be seen by the naked eye. Ultraviolet (UV) light has shorter wavelengths than visible light. Infrared light has a range of wavelengths, just like visible light has wavelengths that range from red light to violet. "Near infrared" light is closest in wavelength to visible light and "far infrared" is closer to the microwave region of the electromagnetic spectrum. Far infrared waves are thermal.



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## Intercellular action

Light is both absorbed and scattered by matter. The photon, the fundamental unit of light, is an article that behaves like a wave. It takes both particle and wave action to effect absorption and scattering.

When light is absorbed by the skin (60%), it is converted into energy, as heat. The photon literally gives up its energy to a specific molecule in the material. The photon energy is absorbed by the cells which cause increased circulation and oxygen flow while releasing toxins.

## Benefits of light therapy with Max7

Max7 is a non-invasive light therapy device for facial skin rejuvenation.

The innovative Max7 was developed to ensure safe and effective skin care treatments for all skin types in a truly natural way. Max7 is a painless, safe, non-invasive and non-abrasive.

- *Increased circulation*
- *Restoration of the skin's natural cellular activity*
- *Aids nutritional elements existing in the skin*
- *Encourages a natural chemical reaction within the skin, uniting hydrogen and oxygen to create moisture*
- *Promotes collagen production leading to a more youthful skin*

### How many treatments ?

In accordance to your skin condition.

### What about maintenance ?

Maintenance as with any other skincare treatment is highly recommended to ensure lasting results. On average we suggest one maintenance treatment every 4-6 weeks.

### How soon can I expect to see results ?

You can expect smoother more hydrated skin with natural radiant sheen after a first treatment.

### Are there any side effects ?

It is safe and effective for all skins, ethnic and age groups. These treatments have no undesirable side effects and no downtime for the client. The treatments are relaxing, gentle, painless, safe, non-invasive and non-abrasive. No infra-red or ultra-violet light is used.

**Make your skin look, behave and feel younger with Max7.**

Flip4 carries you beyond cosmetic skin treatments and allows Max7 to shed light on the skins natural powers, a powerful tool for skin care professionals. Contact us today; let us introduce you to Max!

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