

## **THE WEST LEADS WAY**

### **IN NEW WHITE LIGHT THERAPY**

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Cheltenham is lucky enough to be one of the first centres for white light therapy in the UK.

White Light Skin Clinics use the natural power of light for a host of treatments that have already been acclaimed in America and Japan as a major breakthrough. The technology has only recently come to the UK and Cheltenham was selected as the location for one of the first White Light Skin Clinics to open in the country.

The White Light Skin Clinics use intense pulsed light for a wide range of non-invasive treatments for men and women. The permanent reduction of unwanted hair is one of the most acclaimed benefits but light therapy can also remove or reduce pigmentation; alleviate signs of sun damage and ageing; remove or reduce thread veins and age spots and reduce fine lines and wrinkles. It is also used for skin revitalisation.

“White light treatment is the ultimate combination of natural light and the very latest in medical science,” said the manager.

“By controlling and utilising the properties of the upper end of the light spectrum, excellent results can be obtained without the need for chemicals or invasive treatments. The benefits are huge – not having to regularly shave or wax your legs or under your arms can make a real difference to people’s lives.”

The Cheltenham clinic also offers expert advice and all the very latest light products to counteract SAD (seasonal affective disorder), a medically identified condition that causes winter blues. Light treatment products include Litebooks and LitePods to give your body the equivalent of a daily dose of essential sunshine and to lift your mood during the dark winter months. White Light Skin Clinics also offers the exclusive SkinCeuticals skin care range of products.

The White Light Skin Clinics are registered as independent hospitals, meeting rigorous Healthcare Commission standards of operating practice. They are the UK prototypes of the new American trend of bringing high tech medical treatments into the high street.

The staff at the Cheltenham clinic are among the highest qualified in the country, each with a host of certifications and experience. Treatments are short – under an hour – and a series of treatments is usually necessary to obtain the best results. At the moment there is a special current introductory offer for six treatments for permanent hair reduction on upper lips for £99.

**ENDS**