



*News Release
Spring 2008*

THROWING SOME LIGHT ON SKIN TREATMENTS

There has been a lot of talk recently about the breakthrough development of IPL, or intense pulsed light, but few people really know what it is or how it differs from the seemingly ubiquitous laser.

There are some very big differences between laser and intense pulsed light treatments.

The first is the length of the wavelengths that can be used in treatment.

Lasers produce light in one specific wavelength - think of the intensity of the single beams of light in a laser light show and you will get the picture. Diode Lasers produce that strong red light that is clearly visible. Laser treatment can be carefully calculated so the beam of light treats at different specified depths.

Intense Pulsed Light, on the other hand, is based across the entire light waveband and produces a broad spectrum of light in different wavelengths and colours. There are several advantages to this. Treatments can be calculated to be as wide reaching as necessary and can also penetrate the skin to different depths as required. This means the treatments can respond to hair differences and to irregularities in small red blood vessels and skin pigmentation.

Lasers are used in very specific treatments and their effectiveness varies with the wavelength used. Intense Pulsed Light systems deliver energy to the skin more gently than lasers and are generally less invasive but still very effective. IPL treatment areas can be much larger than the small spot targeted by a laser, making treatments quicker.

Intense pulsed light is now being used for a wide range of treatments including sun damage, pigmentation on face, hands and chests, small blood vessels, redness and age spots. It is also extremely effective for the long term treatment of hair; the calculated level of light is absorbed by the hair and converted to heat. This heat disintegrates the hair and disables the hair follicle so that shaving becomes a thing of the past. It can safely be used on most areas of the body including the sensitive pubic area.

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ON SKIN TREATMENTS Cont...

White Light Skin Clinics, which are opening up across the UK and in selected House of Fraser stores, base their treatments on the Energist ULTRA™ System. This offers the most advanced permanent hair reduction and skin treatment available by utilizing state-of-the-art Variable Pulsed Light technology, the latest version of IPL. It is well proven and provides outstanding results.

Advances of course will continue and scientists are already working on new generations of light treatments. But these are some way off and in the meantime, it makes sense to enjoy all the proven benefits of this latest development in achieving naturally beautiful skin.

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