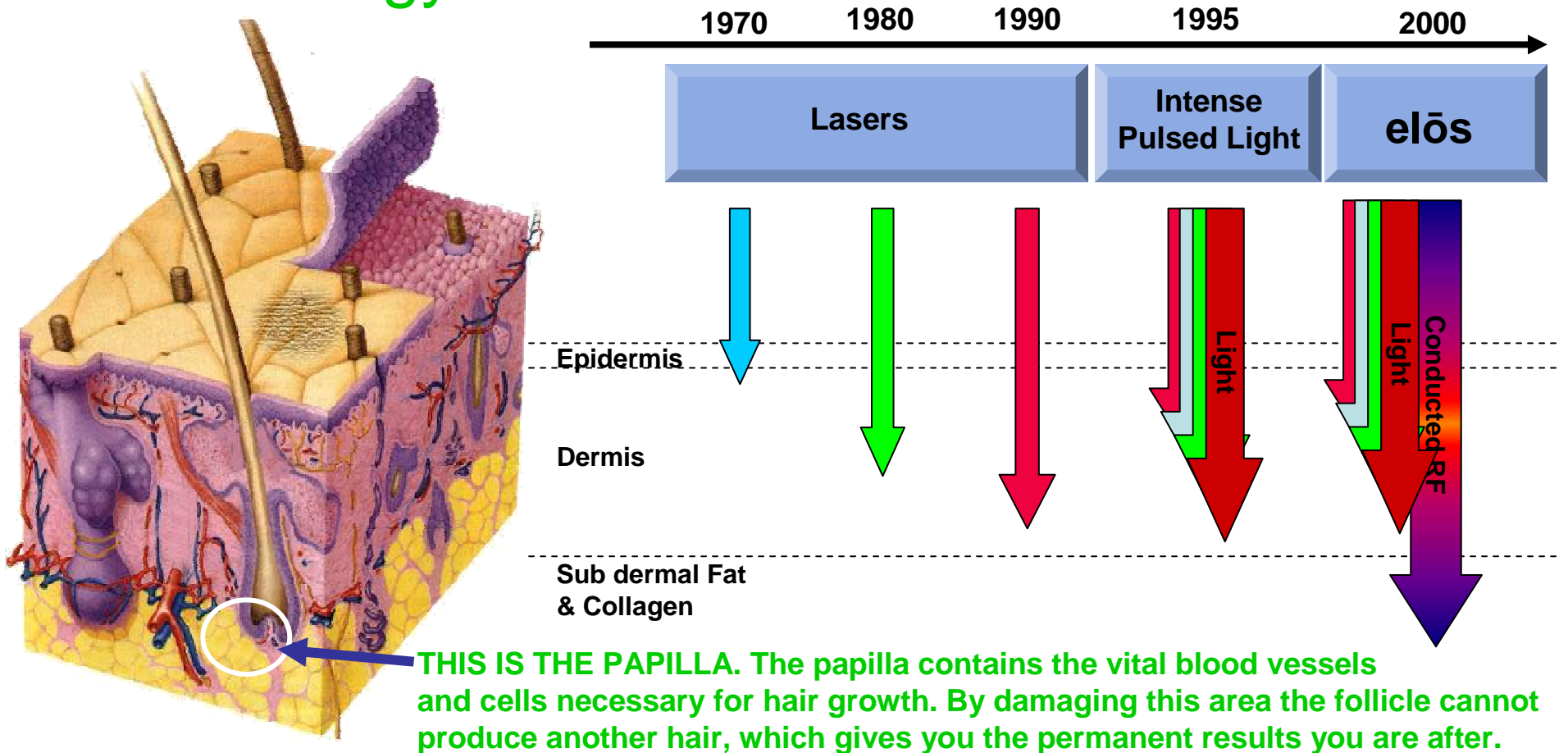


# PERMANENT HAIR REDUCTION & SKIN REJUVENATION CONSUMER RESEARCH DOCUMENT

## TABLE OF CONTENTS

- TECHNOLOGY EVOLUTION (PAGE 2)
- INFORMATION YOU WANT & NEED TO KNOW (PAGE 3)
- TECHNOLOGY RESEARCH – HELPING YOU GET STARTED! (PAGE 4)
- TECHNOLOGY & INDUSTRY PLOYS (PAGE 5)
- INTRODUCING MEDI LIGHT & ELOS TECHNOLOGY (PAGE 6)

# Technology Evolution – From Lasers to elōs



- As you can see **elōs** has enhanced depth of penetration, selectivity and targeting which gives you improved treatment results, enhances safety and allows us to treat all hair colours and skin types.
- The **elōs** technology is a more effective technique for skin rejuvenation as the technology allows for sufficient thermal damage of the target area without overheating surrounding tissue structures.

# THE INFORMATION YOU WANT & NEED TO KNOW!

- As at September 2006, there is approximately 60 known permanent hair reduction and skin rejuvenation technologies available in the Australian market place. Of the 60 **only 10% are approved by the Therapeutic Goods Administration (TGA)**, that is 6 out of 60 technologies. **Make sure the technology you are being treated by is approved by the TGA.**

Many people are suffering from unwanted side effects such as third degree burns due to technology that is not approved (and staff that are not trained properly on the technology and in laser safety). If the technology is approved by the TGA, you can rest assured it is safe and effective. The following page has a link to the TGA website. The TGA website allows you to conduct searches on approved technologies, if the technology isn't listed on the TGA website, it is not approved.

- **IPL, SIPL, SPL and other variations** used are **all** methods of permanent hair reduction through **intense pulsed light**. Their **purpose is equal**, to permanently reduce unwanted hair or to treat various skin conditions through skin rejuvenation. The effectiveness, however, **does not always meet customer expectations**. A common issue with treatments done by traditional laser and light source technologies (such as IPL) is two-fold:
  - 1) Not enough light energy is absorbed by the target (eg hair or pigmentation), which means treatments are not offering the effective results customers desire (such as permanent hair reduction).
  - 2) Too much light energy absorbed by non-targets (known as scatter) means unwanted side effects, usually to surrounding tissue structures.

**Elōs**, the technology used by Medi Light, presents a solution for both common issues above. **Elōs** combines an intense pulsed light with radio frequency, with both energies play equal, but different roles in permanent hair reduction and skin rejuvenation. The outcome is safer and more comfortable treatments and most importantly permanent hair reduction results we can **GUARANTEE!** The **elōs** technology is also highly effective for skin rejuvenation treatments. It is able to treat skin conditions such as rosacea, sun spots, age spots, brown spots, red spots, fine lines, enlarged pores, broken capillaries and general redness.

\*Further information about **elōs** is available on page five.

- Before you start your journey towards permanent hair reduction or treatment of a skin condition with skin rejuvenation, it is extremely crucial that you do your research on the technologies available to you. Find out for yourself if the technology is safe and effective! We have given you some research tips to help get you started on the following page.
- Remember when you do your research the price often reflects the technology being used. It may be cheaper per treatment, but chances are you will most likely require more treatments with other technologies to gain the results you are seeking, which in the long run will cost you more. Furthermore, if it is cheap – the technology may not be safe, so make sure you do your research to ensure the machine is TGA approved!

# TECHNOLOGY RESEARCH – HELPING YOU GET STARTED!

## Where to start, common misconceptions and what to look for!

- Find out if the technology is **approved by the Therapeutic Goods Administration** (TGA). You can do this by visiting the TGA website <https://www.tgasime.health.gov.au/SIME/ARTG/ARTGPublicWeb.nsf?OpenDatabase>. Click on “Device Information” under the “Public Access” heading. In the right hand corner you can type in the name of the technology (e.g. Elos) and click search. If the technology is approved a listing of the technology and its sponsor will appear.
- **VERY IMPORTANT FEATURES TO LOOK FOR:** Make sure there is an **active dermal monitoring system** built into the technology, this monitoring system gives real time feedback on the energy being emitted after every single pulse of light, this ensures not only your safety, but also the effectiveness of the treatment. Also ask if the technology has a **crystal cooling mechanism** and not glass, this is very important, as this is where the light is emitted from. If the applicator that emits the light is glass, it increases the chance of you being burnt and experiencing other unwanted side effects. Also ensure that the technology **automatically calibrates** after every single pulse of light. Machines that do this ensure the machine will not operate if it is not at the correct temperature or emitting the right energy and light levels. Again this puts your safety at the forefront. Some machines are manually calibrated daily, weekly and even monthly – so be careful!
- Also important, do they guarantee results? If their technology is as good as they claim, they should back it up with a guarantee.
- We consider consultations an imperative part of our customer service. Consultations are a valuable source of information for anyone looking to have light therapy (for skin rejuvenation and permanent hair reduction). They give you, as a potential client, the opportunity to find out all the information you need to know about the technology being used, the clinic itself and technicians operating the technology. It is Medi Light’s firm professional opinion that clients should not be charged for a consultation.
- **PAIN FACTOR:** So, does this type of treatment hurt? The pain factor really does depend on the technology being used. Some standard IPL lights can be quite painful, the more advanced, safer and effective the technology, the less you will feel it, so include this in your research. The sensation of **elōs** is described on page five. Cold gel also provides greater comfort (gel is used in treatments to act as a conductor).
- Bare in mind you will require top up treatments once or twice a year for permanent hair reduction and skin rejuvenation.  
**Permanent Hair reduction:** Once you have completed your individual treatment course, new hair growth will be stimulated in follicles that were dormant during your initial treatments. You should not have to have the entire treatment course again, but you may require the average 1-2 top up treatments each year where the new hair growth has appeared.  
**Skin rejuvenation:** Treatments treat current conditions only. So if you are treating sun spots for example, it won’t prevent future damage (new sun spots appearing), but it will treat any damage that has occurred at the time of the treatment. So post treatment, slip, slop, slap and that will help minimise the top up treatments you will require in the future. Again, like permanent hair reduction, you will require top up treatments, perhaps once or twice a year, depending on the condition and how careful you are in the sun!

# TECHNOLOGY AND INDUSTRY PLOYS

- “You only need four treatments” or “the average treatment for most people is four”. The truth is, although some people are lucky to only require four treatments, **few people walk away after just four treatments with the permanent results they are seeking**. So be mindful if you are given this advice! Unfortunately it is scientifically impossible to predict how many treatments you will actually require, as there is no way of determining how many hairs are in anagen stage at any given time. Anagen is the optimum hair growth stage for treatment.
- Do they have the best technology in the market – it is important that you **do the research yourself**. What makes their technology so good? How does it compare to other technologies? Do they guarantee results? Make sure they give you specific information about the technology they use, in terms you understand!

**What to look for:** depth of penetration (for permanent hair reduction 680-980nm and skin rejuvenation 580-980nm are considered good depths of penetration), safety features, including auto calibration (**elōs** is calibrated after every pulse, which ensures your safety with the level of light that is emitted after each pulse, other machines are calibrated daily, weekly and monthly, which can compromise safety), crystal cooling mechanism (the **elōs** crystal is calibrated back to 4 degrees after every single pulse, giving you greater comfort and safety), as mentioned earlier, make sure the light is not emitted from a glass applicator! Do the technicians have laser safety certificates? Who trains their staff on the technology? These are all very important factors that need to be taken into consideration.

- **If you are told to come back every four weeks you may not be getting optimum results from your treatments.** Your hair growth needs to be monitored after each visit and for most people this can't effectively be done at four weekly intervals. A four to eight week gap between treatments is standard, depending on treatment area, how quickly your hair grows quickly may also influence the frequency of your visits.
- **Make sure you feel comfortable with the environment.** For instance we offer a private consultation room and a private treatment room to ensure your visits are kept discreet and confidential. You need to feel comfortable with the technicians treating you as permanent hair reduction and skin rejuvenation can be a daunting experience, especially the first time around.
- **Opening hours** – most people are busy 24-7 these days, so find a clinic that can treat you at convenient times. Make sure you don't have to book a month in advance to squeeze in to make a Saturday morning or Thursday night appointment. Make sure they go the extra mile and stay open a little longer, or come in a little earlier, to help work around your schedule.

Medi Light have created this document with the consumer in mind. So if you have any feedback, comments, or would like to see more information (even if you have discovered something you would like other people to know about) please email us at [info@medilight.com.au](mailto:info@medilight.com.au) and we will assess the information and do our best to add it to this document if relevant.

We do hope this has assisted you with your research and put you on the right track to getting rid of your unwanted hair or to rejuvenate your skin. If you have any questions, or would like to book an appointment with us call **1300 651 664**.

**Remember, ensure you select a clinic that guarantees results and if it sounds too good to be true, it may very well be.**

# INTRODUCING Elos TECHNOLOGY

- Discover the benefits of Medi Light's **Elos** technology today, it is TGA approved, effective, safe, affordable, virtually painless and Medi Light offers 100% guaranteed results!

## How does Elos work and why it is more effective?

**Elos is a combination of intense pulsed light** (known in the market as IPL, SIPL and other variations) and an **RF current**.

- The objective of effective permanent hair reduction and skin rejuvenation is to heat up and injure the target, be it a hair follicle or a vascular or pigmented lesion.
- The job of the **intense pulsed light** is to heat up the target to the required temperature and thereby lowering the resistance of the target.
- The **RF current** then travel's along the path of least resistance (preheated path of the intense light) and gently heats up everything in its pathway. This results in further injury to the target and completes the heating (injury) that is necessary for the desired biologic effect, for example to stop hair growing, or for vascular and pigmented lesions to fade.

- We are so confident in our technology that we guarantee permanent hair reduction. Imagine not having to wax or suffer from ingrown hairs again! Our customers are truly amazed at the results they are seeing.
- Medi Light's proven skin rejuvenation offers your skin a new approach for treating skin imperfections such as fine lines, sun damage, acne, spider veins and rosacea, can give your skin a rejuvenated and healthy glow!

Skin Rejuvenation is also very popular for people who are simply looking to improve the appearance of their skin, as it stimulates collagen production and restores skin to a more youthful state!

- **PAIN FACTOR:** Does it hurt? In comparison to waxing – it is about a ¼ of the pain! The sensation of the skin rejuvenation treatment is a little different to the permanent hair reduction, but they are very similar. Most people describe the feeling as a warm rubber band flicking their skin. This is only felt while the light is emitted onto the skin (which is a fraction of a second), rarely is the treatment felt afterwards. The sensation is stronger when the hair density is thicker, likewise, you will barely feel the treatment at all when the hair is sparse.
- Remember, there are a lot of people out there with unwanted hair in unspoken places (that have quite often been kept concealed for years, even from loved ones) and skin conditions that embarrass them. You are not alone, so please try not to feel embarrassed or uncomfortable about calling for information or to book in for a treatment.
- Our technicians have laser & IPL safety certificates gained from a continuing education course through University and have all undertaken extensive training on the technology.
- The information on this internet site has been made available for general personal use only and is provided without any express or implied warranty as to its accuracy or currency.