



# Light Source

The newsletter for Omnilux distributors

ISSUE 3



Welcome to the second edition of light source for 2005. The end of quarter 2 has seen a number of new faces join the team at PTL. Our expansion coincides with the growth of Omnilux™ across global markets and our new personnel will help manage this growth, so a warm welcome to Steve Jarvis our sales director for Asia and The Americas and Paul Allen our EMEA sales director.

The EADV meeting in London is now only 2 months away. As you are aware we are holding our second international distributor meeting on the 13<sup>th</sup> of October to coincide with the EADV congress and have also planned a unique international symposium on LED technology on the evening of the 13<sup>th</sup>, open to Omnilux™ users and more importantly to your potential new clients. If you have yet to reply and secure your place at the distributor meeting or have yet to nominate your doctors for the symposium please do so as space is limited. I will of course expect to see you all there, but until then best wishes and good luck in the remainder of quarter 3.



**EADV Congress: 12<sup>th</sup>-16<sup>th</sup> October**

[www.eadv2005.com](http://www.eadv2005.com)

**Booth A42**

**Distributor meeting and Symposium:**

**Thursday 13<sup>th</sup> October 2005**

**Venue: Sunborn Yacht Hotel, ExCel Centre - London Docklands**

**Please confirm your participation by e-mailing:**

[Michelle.Flaherty@Omnilux.co.uk](mailto:Michelle.Flaherty@Omnilux.co.uk)

**EADV - OCTOBER 2005**

www.omnilux.co.uk

**OMNILUX**

*'Advances in LED Technology'*  
*A unique International Scientific Forum*

**13th October 2005**  
**Sunborn Yacht Hotel**

During the 14th EADV Congress, London  
12th - 16th October 2005

LED technology is now at the forefront of aesthetic dermatology. As the scope of treatment applications widens, Photo Therapeutics Ltd has brought together 6 influential dermatologists to create a unique scientific forum. The symposium chaired by Dr Mario Trelles will cover topics such as Psoriasis, Acne, Wound Healing and the use of LEDs as an adjunctive therapy to Botox, fillers and other popular aesthetic technologies. The symposium will offer participants the opportunity to share knowledge and enter into an open discussion on this exciting technology, all taking place in the unique surroundings of the Sunborn Yacht Hotel, opposite ExCel, in the heart of the Docklands area.

Early bird registration is free\*, log on to [www.omnilux.co.uk](http://www.omnilux.co.uk) for registration details or contact Michelle Flaherty at [michelle.flaherty@omnilux.co.uk](mailto:michelle.flaherty@omnilux.co.uk) or telephone +44 (0) 1827 252 830

\*Registration during EADV week is £50

During the EADV 12<sup>th</sup>-16<sup>th</sup> October 2005 Omnilux™ is combining its 2<sup>nd</sup> distributor meeting with a unique scientific symposium on LED technology. On the 13<sup>th</sup> October we are inviting all of our distributors to attend a one-day programme on new Omnilux™ developments, followed by an evening symposium chaired by Dr Glen Calderhead President of LG Biomedical, Japan. The symposium will feature key doctors presenting data on Omnilux™ technology in the treatment of acne, psoriasis, wound healing and skin rejuvenation. We feel that this is an opportunity not to be missed both for distributors, current users and potential customers. You will shortly receive a questionnaire on potential topics for the distributor meeting. This will be an ideal opportunity for you to shape the style and topics covered during the meeting, so please reply!

Omnilux™ appeared at the **European society of laser and aesthetic surgery (ESLAS)** at Brno, Czech Republic. Speaking on the podium for Omnilux™ was Dr Glen Calderhead President of LG Biomedical, Tokyo, Japan ) and Dr Mario Trelles (Instituto Medico Vilafortuny, Cambrils, Spain). Dr Calderhead presented on the basis of photobiology and the use of Omnilux revive™ and Omnilux plus™ in wound healing post laser genesis. Dr Trelles reported his findings on the use of Omnilux revive™ to accelerate wound healing post blepharoplasty. Both doctors then presented on the *“Total concept of skin rejuvenation”* The Instituto Medico Vilafortuny uses both Omnilux revive™ and Omnilux plus™ in combination with Er:YAG and CO<sub>2</sub> lasers ablative resurfacing and also in combination with non ablative skin rejuvenation and also Botox.™ Dr Junichiro Kubota, Tokyo, Japan and a long-term advocate of Omnilux™ phototherapy, presented on ‘Photoantiageing’, a prophylactic approach to photoageing in younger subjects, based on treatments with the Omnilux revive™ . He also presented his unique approach to the treatment of acne and acne scars, in which the Omnilux blue™ , revive™ and plus™ featured very strongly. The exhibition was well attended with keen interest in the Omnilux™ platform.

Paris 2<sup>nd</sup>-5<sup>th</sup> July, saw Omnilux™ at the **International Academy of Cosmetic Dermatology (IACD)**. Omnilux™ was represented by Dr Mario Trelles and Dr Ashraf Reda, Welcare Hospital, Dubai. Dr Trelles reported on the use of Omnilux plus™ and Omnilux revive™ for wound healing. He paid particular interest



Courtesy of Dr Trelles, Cambrils

in post operative wounds , significantly those occurring after breast augmentation or breast

reduction. He also presented data on the use of light therapy for compromised wounds.

**Dr Reda presented his work on the use of Omnilux blue™** in skin types II to VI for the treatment of acne.

“Dr Reda reported that overall patient satisfaction was good and there were no side effects encountered from the treatment. There was no apparent difference in response between different skin types. He summarized that the treatment with blue light was effective for mild to moderate cases of acne, having a quicker response than antibiotics with a more prolonged clearance period.

**Omnilux™ made an appearance at the-Second Annual HS-USA, INC. Conference in Brighton, Michigan June 16<sup>th</sup>-18<sup>th</sup>.** The conference

was entitled “Alternative Therapies & Potential Cures” HS or Hidradenitis Suppurativa (HS), also known as 'Acne Inversa', is a non-contagious, recurrent disease affecting inverse areas of the body (those places where there is skin-to-skin contact - armpits, groin, breasts, etc.), and where apocrine glands and hair follicles are found. It typically manifests itself as a progression from single boil-like, pus-filled abscesses, or hard sebaceous lumps, to painful, deep-seated, often inflamed clusters of lesions



with chronic seepage (suppuration --- hence the name) involving significant scarring. Kim Marshall, presented her experiences in a talk entitled “Omnilux light therapy; a patient perspective.”

Kim has had HS for 15 years and was only diagnosed 3 years ago. In total she has had 27 lumps and lesions removed surgically over the years from areas ranging from behind the ears, nape of neck, underarm, stomach, back, inner thighs, buttocks & groin. The first time she received surgery was just 4 years ago where the surgeon removed 17 lesions. Surgery has been partially successful, however lesions can occur at the same site, making repeat surgical excision difficult. Kim’s doctor, Doctor Femovich, Seneca, Pennsylvania, had used Omnilux revive™ and Omnilux blue™ to successfully treat severe cystic acne and since the pathologies are similar saw the benefits of light therapy for HS. Kim has now had 3 nodules successfully shrunk by Omnilux™ .

## PLAQUE PSORIASIS CLEARANCE USING OMNILUX™

Psoriasis is a chronic condition characterised by dermal inflammation and keratinocyte hyperproliferation.

Activated T cells initiate and maintain an inflammatory cycle and the unsightly psoriatic lesions produced are a frustrating, and cosmetically embarrassing burden for patients.

The immunoregulatory effects of Omnilux™ LED light have been documented and are effective in down-regulating inflammatory processes within the skin. Initial clinical reports from Dr Mario Trelles of Spain, using Omnilux revive™ 633 nm light in direct treatment of chronic plaque psoriasis plaques have displayed quite incredible results. Using a regimen of 5 Omnilux revive™ light treatments, two treatments one week apart, 3<sup>rd</sup> treatment after 15 days, and the subsequent 2 treatments at one month intervals, Dr Trelles has achieved almost complete plaque clearance. Erythema, infiltration and scaling of plaques has proved to dramatically reduce when using Omnilux™ 633 nm light in combination with a simple once daily moisturizing Vaseline or almond oil.

Using the knowledge that psoriasis plaques are often deep infiltrated lesions, it seems logical that Omnilux™ 830 nm light would be more suitably used to treat the deeper aspects of these lesions. Clinical reports from Dr Jean Francois Tremblay of Montreal suggest that a regime of 3-times weekly 830 nm treatments employed for 3-4 weeks on deep elbow and knee plaques are efficacious in substantially reducing erythema, itching and scaling without the use of adjunctive topical medications.

Therefore, the next step for Omnilux™ clinical research is a U.S. based trial to investigate the effects of a combination of these beneficial wavelengths, both 633 and 830 nm, on chronic plaque psoriasis lesions. Early clinical reports suggest excellent results for this combination treatment. Use of light only treatment for psoriasis plaques is not only efficacious in plaque clearance, but is a much more acceptable treatment option than the time consuming, messy and malodorous treatments currently available.

*“While I was confident of the expected results, they have far outweighed my initial expectations”* comments Dr Trelles.

*“I have only combined the light therapy with a regime of once daily moisturizing with either Vaseline or almond oil and erythema, infiltration and scaling of plaques have reduced dramatically.”*



## CONTINUOUS OR PULSED THE DEBATE GOES ON!



The debate between the benefits of pulsed light vs continuous wave has increased following the article in the August/September issue of the aesthetic buyers guide.

For those distributors who encounter the Gentlewaves product in their market the article is an essential read, clearly highlighting the advantages of continuous wave over pulsed light. If you don't currently subscribe to the aesthetic buyers guide, log onto our website, go to the distributor section, select the Sales and Marketing section and scroll down to editorials. The article is entitled, “Debate Continues Regarding LED Therapy with Continuous Wave Versus Pulsed Output” Please do not hesitate to contact us if you require any further help or information arising from the article.

**Have you got all of the information on our competitors?**

**Please contact Steve. Baker@omnilux.co.uk if you require our competitor profiles**



## OMNILUX AROUND THE WORLD



Early this year a selection of 34 Health and Beauty magazine journalists were invited to Dermarome's press conference in Sweden. This year's inspiration was the sun and the colour red. Omnilux revive™ lighted up the entire room in soothing red light. Dermarome continued the theme with exotic and colourful food and drink. *"Omnilux revive™ is striking and impressive and creates so much attention and interest when fully lit, the guests were mesmerised by Omnilux™ and the amazing results"* commented Anna Lanner, MD of Dermarome. All of the guests received a free voucher for an Omnilux™ treatment and everybody was eager to experience Omnilux™ for themselves. Dermarome has been working really hard to create a high profile for Omnilux™ and have even had a famous Swedish singer writing about her Omnilux™ experience. *"PR events are hugely successful and by creating the scene with red flowers, food and drink, it makes a wonderful*

*impression and encourages many people to write about Omnilux"* commented Anna.

[WWW.OMNILUX.CO.UK](http://WWW.OMNILUX.CO.UK)

Our new Omnilux™ website was launched during quarter 2 . We set out to simplify the site and to bring it in line with our new branding. Feedback so far has been encouraging, however we are still looking at ways to improve the site and appreciate any comments you have.

We now have a restricted area allowing distributor access only. The distributor area is divided into Sales, Technical and Regulatory affairs.

To gain access to the distributor section of the site you will need to input a username and password. If you have not received an email containing your unique password and username, please contact [david.murray@omnilux.co.uk](mailto:david.murray@omnilux.co.uk)

If you have any comments or suggestions on content of the distributor section, please let us know.

### FROM THE TECHNICAL DEPARTMENT

The aim of decontamination is to make the Omnilux™ unit safe for use on a patient, for servicing personnel and for all staff to handle without presenting an infection hazard.

Decontamination is an issue of public health importance because of:

Hospital acquired infection (HAI).

The risk of contamination from skin lesions, blood or other body fluids on the treatment head.

Before any Medical Omnilux™ unit can be returned to the service department, it is necessary to prove that it has been biologically and chemically cleaned, making it safe for inspection or repair. The form QA/Misc/0788 must be filled out by an authorised person and then either faxed through to the service department or alternatively attached to the outside of the box. Satisfactory methods of cleaning include the use of alcohol wipes, isopropanol or anti-bacterial wipes.

If the form is not received or accessible on the outside of the box when delivered, then it will be returned unopened at the customers expense.

Cosmetic units are not required to be decontaminated as the risk of any infection is very low and the skin is normally intact for rejuvenation treatments, however there is a small risk from infection from acne treatments and therefore it is recommended that the guidelines are followed for AH and BH serial number heads.

You can find the decontamination form in the technical section of the distributor web pages at [www.omnilux.co.uk](http://www.omnilux.co.uk).

### Recently published

**Calderhead RG (2004). Laser resurfacing today - Not all photoscience is photothermal. Journal of Cosmetic Dermatology, Volume 3 No 4: 242. (Letter to the Editor)**

Lanigan et al (2004) - 633 nm skin rejuvenation - Lasers in Medical Science (Springer) July 2005, Volume 20 Number 1.

Baxter et al (2005) – A near infrared LED-based rehabilitation system: Initial clinical experience. Laser Therapy 14.1:29-36.

Trelles MA, Calderhead RG (2005) – Combined Infrared laser and LED therapy for post mastectomy pain and discomfort: A case report. Laser Therapy 14.1:29-36.

### Submitted for Peer review.

Tremblay (2004) - 415 nm in Inflammatory acne - Journal of Cosmetic and Laser surgery - submitted-peer review

Morton et al (2003) - 415 nm mild to mod acne - Journal of Dermatological treatment - **Accepted awaiting publication date**

Russell (2004) - 633 & 830 nm in Skin Rejuvenation - Journal of Cosmetic and Laser Therapy - submitted 06/05

Russell (2004) - 415 & 633 nm mild to severe acne - to be submitted 08/05

Omi et al (2005) – Lasers in Surgery and Medicine – The photobiological effects of red LED therapy in human tissue *in vivo*. Submitted 12<sup>th</sup> June 2005

Omi et al (2005) - Journal of Cosmetic and Laser Surgery – Red LED therapy enhances fibroblast metabolism: A morphological *in vivo* study. Submitted 8th April 2005

Kubota J et al (2005) - Journal of Cosmetic Dermatology - Combined LED phototherapy in the Japanese skin type. Submitted 18th July 2005

Calderhead G (2005) - Journal Cosmetic Dermatology - The photobiological basis of combined LED therapy. Planned submission 10<sup>th</sup> August 18th April 2005

Trelles MA (2005) – Photomedicine and Laser Surgery - Postmastectomy pain can be treated with combined IR low level light therapy. Submitted July 3<sup>rd</sup> 2005.

Trelles MA (2005) – Journal of Cosmetic Laser Therapy. Red light-emitting diode (LED) therapy accelerates wound healing post-blepharoplasty and periocular laser ablative resurfacing. Submitted July 20<sup>th</sup> 2005

Trelles MA (2005) - Photomedicine and Laser Surgery. Er:YAG laser ablation of plantar verrucae with red led therapy-assisted healing. Submitted July 22<sup>nd</sup> 2005.

Trelles M (2005) – Plastic and Reconstructive Surgery – Combined LED therapy augments full face resurfacing and non ablative skin rejuvenation. Planned submission 10<sup>th</sup> August 2005

## JAPAN BEAUTYWORLD

**AGLEX was the toast of Japan Beauty World with one of the largest and most well laid out booths, a good quarter of which was dedicated to Omnilux,<sup>TM</sup> with over 300 people treated with Omnilux<sup>TM</sup> over the 3 days.**

**Dr Glen Calderhead and Dr Junichiro Kubota presented the practical application of Omnilux revive<sup>TM</sup> and red light therapy. Over 240 people with many questions and answers attended the seminar.**



**DISTRIBUTOR SYMPOSIUM  
YOUR CHANCE TO SHAPE THE MEETING**

**On the 13<sup>th</sup> October we are inviting all of our distributors to attend a one-day programme on new Omnilux™ developments, followed by an evening symposium for doctors chaired by Dr Glen Calderhead President of LG Biomedical, Japan.**

**This is YOUR chance to shape the format of the distributor meeting. We plan to cover new clinical developments and also how to market Omnilux. However we want to know what you would like to cover at the meeting in order to maximize your Omnilux sales.**

**Please take a moment to complete this fax back form and return to; Michelle @ + 44 (0) 1827 287 391**

“We continually strive to improve all aspects of our business and the best people to help us achieve our objective is you, our distributors. If you have any feedback, positive or negative, we want to hear from you.”

- Can we improve the training we give?
- Are we easy to contact?
- Do we keep our commitments?
- Is our paperwork cumbersome?
- Is our new website helpful?



Are you familiar with competitor products in your territory? Do you know how Omnilux compares? Y

If Yes please list your competitor products N

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Would you like help in creating your marketing strategies Y

N

Are there any marketing or sales tools that you think would be useful in helping you sell Omnilux? Y

If Yes please list \_\_\_\_\_ N

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Do you require updates to your technical training? Y

If yes please state the areas that you feel further training is required. N

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We have the opportunity to deliver technical training at the meeting, would this be of interest to you? Y

N

Do you understand the adverse event reporting procedure? Y

If No in what area would you like help? N

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