



## NEWS RELEASE

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### **SIMONSON'S SALON & DAY SPAS ANNOUNCES FDA CLEARANCE OF GENTLEWAVES® LED PHOTOMODULATION®**

*First and Only Light Emitting Diode Device for Treatment of Periorbital Wrinkles and Rhytids*

Minneapolis, MN — January, 2005 — Twin Cities Minnesota-based Simonson's Salon & Day Spas announces that the U.S. Food and Drug Administration's (FDA) cleared GentleWaves® Light Emitting Diode (LED) Photomodulation® System for the non-invasive treatment of periorbital (eye area) wrinkles and rhytids. GentleWaves is the first and only LED device to receive marketing approval for a medical claim associated with cosmetic improvement of aging and sun-damaged skin, further validating the science of LED Photomodulation for skin rejuvenation. GentleWaves, developed by Light BioScience LLC of Virginia Beach, VA., is available at Simonson's salon locations in Plymouth and Anoka, Minn.

“GentleWaves LED Photomodulation is a fundamentally new approach to improving photoaging and environmentally damaged skin that does not rely on high-energy sources and heat damage to photoactivate collagen genes,” said Robert A. Weiss, MD, associate professor of dermatology at Johns Hopkins University School of Medicine in Baltimore, Maryland. “For the first time, we are both slowing down collagen breakdown and building up new collagen with no pain, no redness and no serious side effects. GentleWaves' unique ability to stimulate and/or inhibit cell signaling pathways for skin rejuvenation truly represents the next frontier in anti-aging medicine,” according to Weiss.

“Over time, our skin becomes less elastic. Smoking, stress, sun exposure, excessive alcohol and air pollutants all conspire to produce lines, wrinkles, uneven pigmentation - which is most evident on the face” said Kyle Simonson, president and owner of Simonson's Salon & Day Spas. “GentleWaves® LED Photomodulation® — uses non-ablative, non-thermal, variable wavelengths of light to gently stimulate or inhibit cellular activity to reduce the signs of aging. The GentleWaves skin rejuvenation system is safe for all skin types and ethnicities,” said Simonson.

“The FDA clearance distinguishes GentleWaves as the first and only LED device to effectively treat periorbital wrinkles,” said Rick Krupnick, CEO of Light BioScience, the leader in the science of LED Photomodulation, a groundbreaking light-based technology for medical and aesthetic applications.

GentleWaves uses specially coded arrays of light emitting diodes to modulate the activity of living cells. Unlike other laser, pulsed light or radiofrequency techniques used today for skin rejuvenation, GentleWaves’ exclusive core technology delivers very low-intensity, non-thermal light energy to stimulate collagen and reverse the appearance of photoaging.

With its proprietary and predetermined energy sequencing, the easy-to-use device poses no learning curve or risk of complications. A patient simply sits with his/her face exposed to two panels of over 2,000 yellow cascading LED lights for less than one minute. The device can also be adjusted to treat the neck and chest areas. And, for patients seeking a full program of skin fitness, GentleWaves treatment is complemented by a scientifically developed line of cosmeceutical products.

According to lead researcher David H. McDaniel, MD, the FDA clearance of GentleWaves marks the culmination of years of rigorous scientific investigation and successful clinical practice by renowned aesthetic physicians nationwide. “We are proud that we adhered to the scientific standards the FDA applies to guarantee the efficacy of a new anti-wrinkle device introduced to today’s appearance-conscious consumers,” said McDaniel, director of the Institute of Anti-Aging Research in Virginia Beach, VA.

To assess the safety and efficacy of GentleWaves, the FDA reviewed data from a multi-center clinical study of 54 patients. After eight GentleWaves treatments, more than 50 percent of all patients showed measurable improvement in periorbital wrinkle reduction. Further, of those with more severe wrinkles (category 6-8), 94 percent exhibited measurable improvement.

“GentleWaves requires a series of eight to ten treatments, a minimum of 48 hours apart, spread out over four to six weeks. The results are progressive and can take up to six months to realize the full benefit of a treatment series,” according to Simonson. “A treatment is needed every four to eight weeks to maintain the full benefit. The number of treatments and the treatment times will vary depending on the condition of the skin and the area being treated.”

Simonson’s Salon & Day Spas ([www.simonsons.com](http://www.simonsons.com)), with locations in Maple Grove, Plymouth, Anoka and Elk River, Minnesota offers professional hair, face, body, nail and paramedical services for both men and women.