



NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact: Barbara Mednick, Media Contact
Simonson's Salon & Day Spas
651-486-7007, bmednick@yahoo.com

SIMONSON'S SALON LAUNCHES NEW PARAMEDICAL REJUVENATION PROGRAM

Breakthrough Anti-Aging Skin Rejuvenation Technology Makes Skin Look and Feel Younger

MINNEAPOLIS, MN -- (August, 2004) – Twin Cities Minnesota-based Simonson's Salon & Day Spa announces the introduction of a new paramedical skin rejuvenation program that includes a variety of non-surgical skin care treatments that make skin look and feel younger. It also includes new anti-aging technology delivered by GentleWaves® LED Photomodulation® — a breakthrough technology that uses natural, variable wavelengths of light to gently stimulate or inhibit cellular activity to reduce the signs of aging. It is safe, gentle, easy and affordable.

“Over time, our skin becomes less elastic. Smoking, stress, sun exposure, excessive alcohol, pollutants in the air and illness all conspire to create lines, wrinkles and scars. Skin changes may be part of the natural aging process, but you don't have to like it,” said Kyle Simonson, president and owner of Simonson's Salon & Day Spa. “This broader array of non-surgical aesthetic treatments is quick, easy, effective, painless and affordable. Services are available at all four spa locations and include chemical skin peels (moderate and intense), medical microdermabrasion, and GentleWaves, which was developed by Light BioScience LLC of Virginia Beach, VA.

“The GentleWaves skin rejuvenation system is safe for all skin types and reduces fine lines and wrinkles, decreases skin pigmentation and age spots, shrinks pore size, diminishes capillaries due to Rosacea, improves the appearance of photo-aged or environmentally damaged skin, increases collagen production, and reduces the enzyme ‘collagenase’, which is responsible for aging skin,”

said Simonson. “It can be used for both anti-aging therapy and as an environmental protection. Photomodulation is the unique science behind the GentleWaves light emitting diode system.”

“New research indicates GentleWaves has the ability to suppress some of the damage that leads to photoaging of the skin,” said David McDaniel, M.D., director of the Laser Skin & Vein Center of Virginia, in Virginia Beach. “Most therapies that cosmetic surgeons use today are not anti-aging, but are really age-reversal. We don’t have many treatments that provide beauty maintenance or healthy skin maintenance. Most therapies simply treat the damage that has already occurred from the environment or from the sun. GentleWaves however, is designed to reverse the visible signs of photoaging, while maintaining healthy skin or skin fitness,” he said.

LED photomodulation is the interaction of light delivered through Light Emitting Diodes (LEDs) to activate cells, causing them to produce collagen or multiply. “GentleWaves provides superior rejuvenation compared to Retin-A, but without potential irritation and can be combined with other treatments and products being used. In addition, GentleWaves is relatively inexpensive when compared to ablative and non-ablative laser procedures,” said Simonson.

GentleWaves requires a series of four to eight treatments, 48 hours apart, spread out over several weeks or months. 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 six months to maintain the full benefit. The number of treatments and the treatment times will vary depending on the problem being treated, the amount of surface area treated and the area treated.”

Simonson’s Salon and Day Spa will present three GentleWaves’ Guest Clinics from 7 to 8 p.m. Sept. 28, Oct. 13 and Oct. 28 at the Plymouth salon location. The event will feature a demo and presentation of GentleWaves and costs \$20.00. Call **763-550-1121** to register for a Guest Clinic.

Simonson’s Salon & Day Spa, with locations in Maple Grove, Plymouth, Anoka and Elk River, Minn. offers professional hair, face, body and nail services for both men and women. For more information, visit www.simonsons.com. In 2004, Simonson’s Salon was named for the seventh year in a row as one of the 200 fastest growing salons in the U.S. by *Salon Today* magazine.