

The Frozen



Alternative

by Jeffrey Hui and Annie Lin

As the spa industry continues to grow at an astounding rate, spa owners are finding it increasingly difficult to differentiate themselves from their current competitors and the myriad of spas that seem to be opening up around every corner. As a result, owners find themselves paying for expensive machines and training techniques that offer questionable results and little flexibility. For those ready to improve their day spa or medical spa, cryoelectrophoresis offers visible, immediate, long lasting results, and the flexibility to treat all different skin needs for the face and body. Cryoelectrophoresis represents a significant improvement from previously existing technology, providing an answer to the problems of product delivery and penetration.

While searching for a safe, effective method of product delivery, Prof. Alessandro Aloisi developed and patented the cryoelectrophoresis technique. Like ionophoresis, the technique was originally developed for the medical field and adapted for use in the cosmetic industry. Traditional techniques that use an electrical current were limited by weaker currents and bulky applicators.

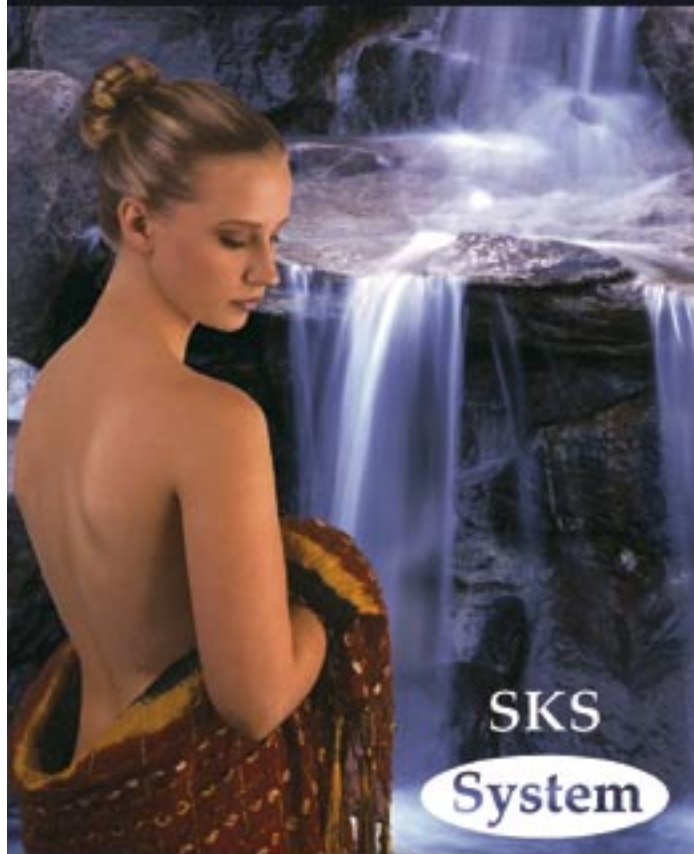
The alternative was to use injections to carry the product to the targeted area. Unfortunately, injections are invasive in nature, making them unavailable to traditional day spas and unappealing to the traditional spa-goer. Injections are terribly inefficient. They deposit the active ingredients into the blood stream, transporting it to other areas of the body, where it is completely unnecessary, and has little effect. Cryoelectrophoresis provides an alternative to both injections and ionophoresis, giving clients the results they seek, without the discomfort or danger of injections.

The technique starts by freezing ionized, water-soluble

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cosmetics or, what is referred to as the "active ingredients." To administer the technique, a power source that provides an oscillating current is needed. The frozen solution is attached to one electrode of the power source and another electrode (the return electrode) is placed on the body. This return electrode is applied to the body in the form of a rubber pad, which is lined with a conductive gel to increase the current. The frozen solution is applied to the affected area of the body using light pressure and slow movements along the surface of the skin. As the frozen solution is applied to the skin, the solution begins to melt forming a thin liquid film over the skin. The electric current passes through the thin film and carries the product past the surface level of the skin. Stronger currents can be used on the areas of the body where the skin is thicker than the face, but a trained operator must regulate the intensity and frequency of the current.

ACTIVE PRINCIPLES

Cryoelectrophoresis combines three principles to provide immediate, visible, long lasting results:

1. *Refrigeration of the skin:* The temperature of the frozen solution, which is between -10°C and 0°C , protects the skin from possible burning. Studies have shown that the cryoelectrophoresis technique can use a current that is 200-300 percent stronger than the traditional ionophoresis current. The significant difference in strength of the current allows cryoelectrophoresis to deliver 80-90 percent of the active ingredient. Cryoelectrophoresis also has a vasoconstriction property, which ensures that the products are not carried away in the blood stream, thus, creating an extremely localized treatment. A high concentration of product is delivered to the targeted area and very low amounts are dispersed throughout the rest of the body. Clients benefit from seeing results with fewer treatments and using smaller amounts of product per treatment.
2. *Electrical stimulation of the skin:* Unlike traditional ionophoresis, which uses a direct current, cryoelectrophoresis uses an oscillating current. The oscillating current, in combination with the cryogenic technology, stimulates the skin, which increases the permeability and promotes the passage of the active ingredient past the surface layer. This type of current also activates the connective tissues and helps to tone the skin and eliminate toxins. These properties make it an excellent aid for post plastic surgery recovery patients.



3. *Electrical dragging of the active ingredients, which are applied directly to the skin:* By applying the products directly to the skin and using an electrical current to drag the product past the surface layer, cryoelectrophoresis eliminates the physical barrier presented by ionophoresis.

WHY IS THIS RIGHT FOR A DAY SPA?

For day spas that are looking to differentiate themselves, cryoelectrophoresis is the newest, most effective technology on the market. The cool, refreshing nature of the treatment mixed with the innovative idea of using frozen cosmetics makes it a memorable treatment for spa

patrons. Deeper penetration and localized treatment provide better results than other techniques and every spa client walks away feeling refreshed, rejuvenated and confident in the results that have been successfully achieved.

Cryoelectrophoresis is also the most flexible technique on the market, making it suitable for any spa client's skin care needs. The non-invasive nature is perfect for traditional day spas and traditional spa-goers. Cryoelectrophoresis is not specific to any particular treatment and can be used in conjunction with any face or body product. In the cosmetic field, the technique has been used to treat wrinkles, acne, uneven pigmentation, rosacea and sensitive skin, cellulite, stretch marks, pockets of fat, sagging skin, and dehydrated skin.

HOW DOES CRYOELECTROPHORESIS BENEFIT MEDICAL SPAS?

The suitability for day spas does not mean that this technique cannot be used to differentiate medical spas as well. Cryoelectrophoresis can be used as an alternative to more invasive techniques such as fillers, mesotherapy, and microdermabrasion. Spa clients can still achieve amazing results

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but without the invasive nature of these other treatments. Clients recovering from plastic surgery can use cryoelectrophoresis for maintenance and to aid in the healing process. The oscillating current combined with the ice activates connective tissues, promotes elimination of toxins, and tones tissues. The ice absorbs post surgery edema, which also helps the post plastic surgery healing process. Used in conjunction with the right cosmetics or active ingredients, cryoelectrophoresis can desensitize and reduce swelling around surgically repaired areas. A doctor must monitor the more advanced results carefully and cryoelectrophoresis treatments must not begin until the skin is fully healed around the surgically treated area.

LIMITATIONS

Cryoelectrophoresis does have its limitations. A trained professional who understands the technique and how to apply it to the needs of each individual client must administer the treatment. The formula for the technique is the main limitation. Users must make sure to use the right formula for the cosmetics to ensure that they remain active during the freezing process. Freezing traditional cosmetics causes a loss of effectiveness and

alters the general molecular structure. This means the “active ingredients” may not be so active after they are frozen. Current frequency and strength also limits the technique, because the power source must output the proper current designed specifically for the face and the body. The combination of products, electric current, and training is precise, so only a well-trained technician should administer the technique.

CONCLUSION

All spa owners and operators have the same primary needs: (1) they need to differentiate themselves from the thousands of other spas in the U.S.; (2) they need to provide visible results to satisfy their clients; and (3) they need to find a cost effective method to provide the best possible services to their patrons. Cryoelectrophoresis is innovative and cutting edge; the results are immediate, visible, and long lasting; and it’s a flexible and extremely efficient technique.

Childhood friends and classmates, Annie Lin and Jeff Hui recently started the US operations for Intégrée International, a multi-national beauty and wellness company. After completing her B.A. from UC Berkeley, Annie went on to a position in retail management. Along with her mother, Annie discovered Intégrée in Taiwan when they visited an Intégrée wellness spa seeking help with her mother’s post-cancer recovery. She found the Intégrée wellness and beauty products to be quite amazing and helped her mother look and feel better during her surgery recovery. Jeff also completed his B.S. in Electrical Engineering and Computer Science at UC Berkeley and went to work on Wall Street in different positions in investment banking and options trading. Upon hearing about Annie’s discovery, Jeff agreed that the US market was ready to experience Intégrée’s unique line of products and machines. Together they have been working hard introducing Intégrée’s line of products and services to the US market. For more information, please call 949-428-8595, or visit www.integree.com



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