

42 WHITENING BODYWAVE

Whitening Light Therapy
Beauty Vibro Plate ^{plus}

Whitening Light Therapy + Slimming
A new beauty experience



That'so
pure white

Dear client,

Thank you for choosing our machine. We hope it meets with all your expectations.

Being our client, you are able to avail yourself of our technical staff which is at your disposal.

We invite you to scrupulously follow the directions and suggestions found in our manual, by doing so you will find you will be able to use the machine to its full potential.

Thank you for your attention, we are confident you will enjoy using our machine.

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1. INTRODUCTION

Skin lightening products worldwide play an important and significant part as far as specialised machines, cosmetics and skincare products are concerned. They offer the promise of flawless skin free from age spots, scars and blemishes.

With the constant need to eliminate localized hyper pigmentation as well as wanting an all over lighter skin tone, there is a high demand for skin lightening products.

Reasons behind the use of skin lightening products vary considerably between cultures. In **Western countries**, people wish to eliminate or prevent irregular pigmentation. In Asia, a lighter skin colour is associated with beauty and aristocracy. Therefore, in **Asian countries**, skin lightening products are used with the intent to lighten and brighten the skin tone on a regular basis.

The desire for light, fair skin is a **global phenomenon** especially in non-white cultures and this isn't limited to the Asian culture. African, South American and Middle-Eastern cultures also have their own traditions of skin whitening.

Lightening products are important in obtaining and maintaining a "Good skin": clear, smooth, bright, finer, even and younger looking, reducing the signs of a "Bad skin": uneven pigmentation, dull, dry with age spots. The major causes of bad skin are long exposure to the sun, ageing, dryness, and stress, and pollution, lack of rest, smoking and alcohol.



SKIN PIGMENTATION

Pigmentation is determined by the amount & type of melanin in the skin. It can be influenced by:

1- Genetic Constitutive pigmentation (phototype ex. African, Asian, Caucasian).

2- Facultative pigmentation following UV exposure

Melanin biosynthesis (melanogenesis) is influenced by **genetics, environmental factors, diet and medication**. The production of melanin called melanocytes (in the basal layer of the epidermis in light skinned people and in the basal layer as well as horny layer in dark skinned people) occurs through the action of the enzyme tyrosinase.

Therefore, skin pigmentation depends not only on the production of melanin by melanocytes, but also on the transfer of that melanin to adjacent keratinocytes and its distribution towards the surface of the skin.

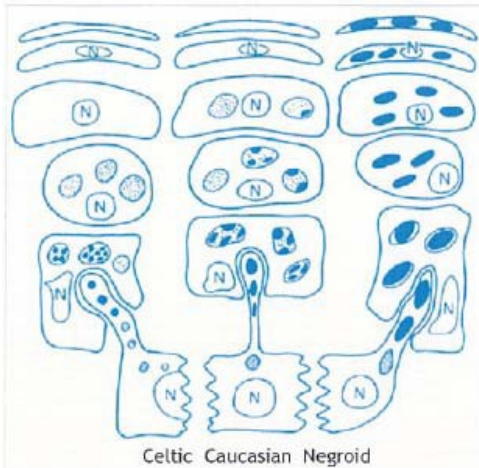
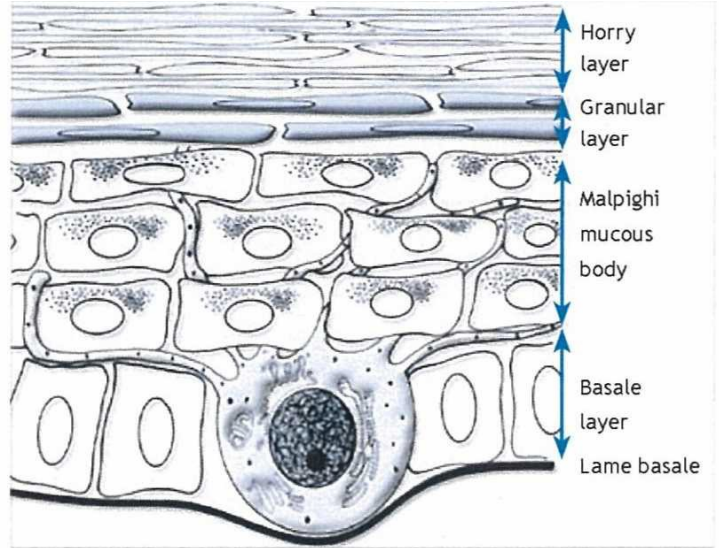


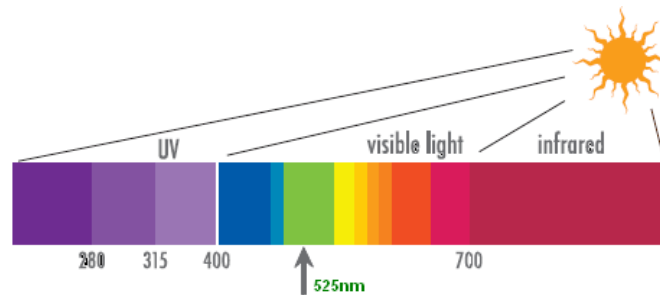
Figure 2: Diagram showing variations in the three principle ways in which melanosomes are transferred to keratinocytes⁽²⁾

The number of melanosomes decreases in the upper layers of the epidermis and they totally disappear in the horny layer for Celtic subject. Observed in red-haired and Caucasian subjects, this phenomenon is not exactly the same and also in black-skinned subjects.

The melanosomes, in this case intact with the horny layer - making it a continuous filter (Figure 2). In yellow-skinned races, the melanosomal degradation process in the upper layers of the epidermis exists but is slowed.

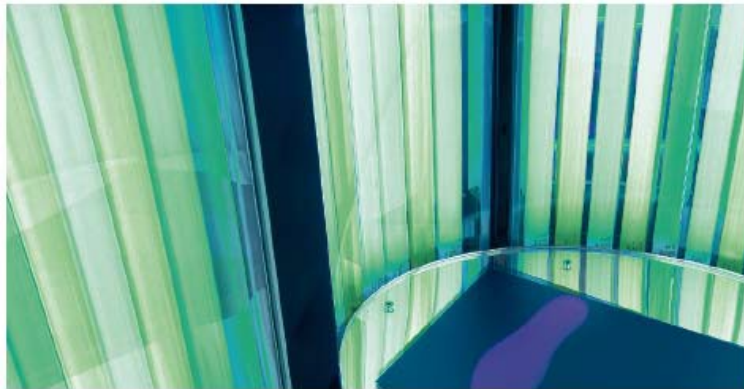
WHITENING LIGHT THERAPY

Whitening Light Therapy Technology treats hyper pigmentation and age spots thanks to the Whitening Activator Green Lamp with wavelength of 525 nm, patent technology.



At 525nm the emitted light is green, and is a component of the solar spectrum.

The light at 525nm is therefore, naturally found in the solar spectrum, in order for the skin to receive its benefits, the technology developed by Quadra Medical has intensified its concentration.



Whitening Light Therapy Technology is designed to **reduce hyper-pigmentation** and **sun damage**, giving the feel and appearance of a **softer, even-toned, brighter more luminous complexion**. The Whitening 525 Activator Green Lamps penetrate into the basal layer of the dermis. It therefore helps lighten freckles and age spots promoting an overall clear and radiant skin.

Light Therapy is safe, **non-invasive**, and no post-treatment is required. It does not emit any ultraviolet rays, nor does it cause dryness or discomfort. On the contrary, Whitening Light Therapy stimulates the natural healing process of skin cells.

525nm green light stimulates a biological response without the increase in temperature and/or energy transfer that can damage tissues, like other devices. For this reason with the Whitening Light Therapy there is no redness or any temporary changes to the skin and is completely painless. It is a no fuss treatment, doesn't interfere with one's lifestyle or every day commitments.

WHITENING SPRAY & CARE TECNOLOGY

Whitening Spray & Care is a **multipurpose skin care Technology** that gives an instant even whitening glow to the skin while providing long lasting SPF protection from the sun, is effective, safe with whitening benefits.

Professional - Whitening Light Therapy		Step 1
Treatment	3 Times a week	
Period	4/6 Weeks	

Whitening Spray & Care combined with a specific formulation gives the face and décolleté a light and natural colouring the skin hydrated and slightly fragranced.



WHITENINT NANO SPRAY

Biolight Trolley is an exclusive spraying system that That'so engineered. It atomises the Biolight Lotion perfectly allowing a more uniform and even application. A specially designed workstation with accessories makes for a more professional, efficient and easier way of using the spray.

A gentle flow of air fixes the particles to the skin giving it immediate luminosity, the applications are not invasive permitting women on the go to leave the salon with a beautiful, radiant complexion.

Biolight Spray Cabin is a highly professionally designed unit for the application of the Whitening Spray & Care Technology. Equipped with an automatic light, fan and filters for easy application avoiding over spray.




Biolight Lotion is a professional lotion that gives an immediate whitening effect. Leaves the skin smooth even` and radiant, luminous and even while protecting from the sun. With anti-ageing and hydrating properties. Developed to promote whitening and an even skin tone on all skin types, minimises age spots and reduces the degree of skin tanning after UV exposure, this thanks to **Arbutin**, the more effective, faster and safer approach to skin whitening. Lightens the colour of the skin more efficiently and effectively than other existing single ingredients.

Professional - Whitening Spray & Care Tech.		Step 2
Treatment	3 Times a week	
Period	4/6 Weeks	
Application	Biolight Lotion	<p>Spray Biolight Lotion on the face, décolleté and also on the body, for give an immediate whitening effect. Dry well with the gun air option. Repeat the application if necessary.</p> 



THAT'SO PURE WHITE: BRIGHTENING MIRACLE LINE

Developed to promote whitening and an even skin tone on all skin types, minimises age spots and reduces the degree of skin tanning after UV exposure, thanks to **Arbutin**, the more effective, faster and safer approach to skin whitening. Lightens the colour of the skin more efficiently and effectively than other existing single ingredients.

Home Use - Cosmetics		Step 3
Treatment		Daily use
Period		8 Weeks + Maintenance
Application	Luminescent Day Cream	<ul style="list-style-type: none"> - Cleans the skin thoroughly and apply the serum. Distribute one pump of Luminescent Day Cream on the face. - Start with the V shape contour, and massage the face with linear movements from the center to the external part. - Let the lotion absorb. Apply your regular make up 
	Luminescent Night Cream	<ul style="list-style-type: none"> - After cleansing the skin thoroughly apply uniformly one pump of Night Cream on the face and neck area - Massage the cream for 3 times with linear movement and follow the V shape contour 
	Luminescent Night Cream	<ul style="list-style-type: none"> - After the regular face cleaning, apply one supply of Serum every morning and evening, over the dark spots, skin imperfections and eye circle - Massage with the light sphere for at least 3 times, with a linear movement from internal to the external hairline area - Alternatively massage with small circular movements, each for 5 seconds, until the serum absorbs. Focus on eye circles and frown lines. 

1- Luminescent Day Cream

Intense Night Cream with ActivaWhite™. Minimizes melanin production with a restorative and soothing action, reducing wrinkles and deeply moisturizing

2- Luminescent Night Cream

Anti-pollution day cream designed for the city and protecting the skin from UVA and UVB with SPF 30. Specifically formulated to make your skin radiant, bright and uniform thanks to ActivaWhite™ and Snow Lotus. The special texture brightens up skin complexion with immediate, illuminating and whitening visible effects.

3- Luminescent Serum

Concentrated illuminating serum with ActivaWhite™ and Snow Lotus. Specifically developed to minimize skin discoloration, dark circles and puffiness around eyes. The Hyaluronic acid provides deep moisturizing results. The special applicator Light Sphere makes the daily routine quick, easy and more effective.

BEAUTY VIBRO PLATE ^{PLUS}

Beauty Vibro Plate ^{PLUS} is as the name suggests a new generation pulsating vibration plate. The plate alternates between working time with resting time, just like a workout at the gym for better results. From the pulsating vibration plate of the oscillation Beauty Vibro Plate ^{PLUS} bone structures are strengthened, the burning of calories is increased, the central and peripheral nervous system is stimulated, and there is an increase in the secretion of certain important hormones.



The oscillating programs are three:

- Anticellulite (anticell)
 - Slimming (slim)
 - Toning (toning)



The vibro oscillating plates helps to achieve a balanced body on the inside and a beautiful one on the outside.

2. SKIN PIGMENTATION DISORDERS

COMMON PROBLEMS WITH SKIN TONES

In some countries a lighter skin colour is associated with beauty and aristocracy. Therefore, in Asian countries, skin lightening products are used with the intent to lighten and brighten the skin tone.

SKIN PIGMENTATION DISORDERS

Pigmentation anomalies (hyper or hypo pigmentation) are directly related to the quantity of melanocytes. Among hyper-pigmentations, as listed below:

1) **Melanocytes** proliferate correctly: basically these are pigmented spots caused by temporary or permanent epidermal melanisation unit dysfunction.



Freckles are frequently observed in skin areas exposed to the sun (the face, forearms, hands and Legs) in red-haired phototypes. These are eumelanin zones on phaeomelanin backgrounds.



Chloasma - pregnancy mask - is a more or less intense, irregular and symmetrical hyper-pigmentation Localised on the forehead, around the eyes and the sides of the face. Chloasma is a hyper-secretion of melanin induced by hormonal factors amplified by the effects of the sun.



Diffuse brown hypermelanosis is symptomatic of endocrine system disorders or nutritional anomalies.

Hypermelanosis can follow cutaneous inflammations. This phenomenon is responsible for the pigmentation of scars and pigmentation caused by irritants combined with sun exposure.

2) **Melanocytes** do not proliferate correctly:



Lentigines are small pigmented spots (0.1 to 0.3 cm) which appear on the mid-part of the face. Lentiginosis can be hereditary and is considered to be a disorder which can appear anywhere on the body and persist throughout the winter.



Solar Lentigo is a wider lesion than freckles which occurs after serious sunburn on all cutaneous prototypes.



Senile Lentigo is generally observed on the back of the hands on older subjects; solar radiation stimulates its development.



Post-inflammatory hyper pigmentation (PIH)

Causes skin darkening and discoloration that shows up as spots, or as large patches on a person's body. This happens because of an inflammatory reaction in, or to an injury to, the skin. If the excess melanin is produced in the upper layer of skin (epidermis), the pigmentation colour is a darker shade of brown.

SEBACEUM PROBLEM



The balance of the functions of sebaceous glands in oily, dry and combination skins can be a problem. To restore the hydrolipidic film of dry skin and reduce the flow of sebum in oily skin is important for the health of the skin. Strengthening the natural properties of the skin, refining the skin's appearance in order to avoid inflammation of skin's sebaceous glands that can cause acne.

ACNE



Acne is a more common skin condition caused by hormones. It occurs primarily during adolescence (acne vulgaris or simplex).

Acne vulgaris that affects 80% of people between the age of 11 and 30 is probably caused by the excessive function of the sebaceous glands. In the seborrhea and over production of sebum causes an excessive amount of lipophilic component of the hydrolipidic film. The areas more at risk are the face, chest, shoulders and back due to the fact that these have more sebaceous glands.

2.5 CELLULITE



Cellulite in medical terms pannicolopathy edemato-fibrosclerotica indicates an altered condition of the subcutaneous tissue which is full of adipose cells. It is found under the skin and is categorised by hypertrophy of adipose cells where fluids accumulate between the intracellular spaces (residues from the biochemical processes of the body). The balance of the lymphatic and venous system (lymph is a fluid that collects waste materials from the body which flows in the blood vessels) is modified with the slowing down of the blood flow and fluid retention in the tissues.

LOCALISED ADIPOSITY



Localized adiposity is accumulated fat (adipose tissue) usually such fat deposits are found on the hips, buttocks and the abdominal area. It is a real challenge trying to reduce or eliminate this problem.

LOSS OF MUSCLE TONE AND SKIN FIRMNESS



Whether it be because of lack of activity, physiological disposition or normal ageing, muscular tissues if not constantly maintained with regular exercise will lose tone and firmness causing 80% of the unsightly sagging of buttocks, breasts, face and arms, altering the shape and form of the face and body.

3. SCIENTIFIC RESULTS

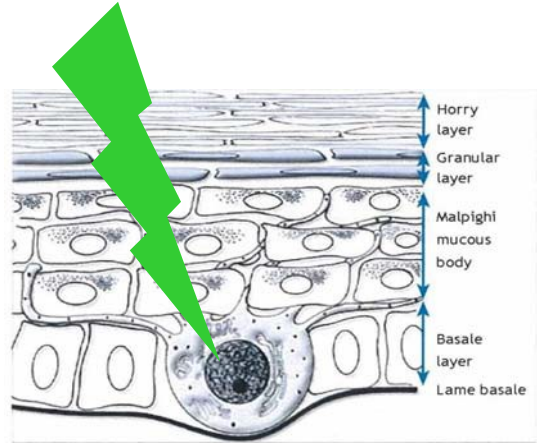
EVALUATION OF THE WHITENING EFFICACY

WHITENING LIGHT THERAPY

Green Light at 525 nm reduces pigmentation through the penetration of the basal layer. Decreasing melanin production, reducing pigmentation and eliminating the redness associated with the use of chemical peel and bleaching products.

BENEFITS

- reduces Hyperpigmentation through penetration of the basal layer
- prevents the formation of freckles and evens out skin tone
- regulates melanin production and corrects age spots
- preventing the formation of new brown spots
- clear softer, more luminous looking skin
- positive effect with regulating bacterial and sebaceous gland activity, both of which lead to acne.



PROFESSIONAL AND SKINCARE PRODUCTS FOR HOME USE

Biolight Lotion, for professional use, plus Luminescent Day Cream, Luminescent Night Cream, Luminescent Serum, for home use, have all been designed to promote whitening and an even skin tone on all skin types, minimises age spots and reduces the degree of tanning after UV exposure ,thanks to **Arbutin**.

ARBUTIN

The more effective, faster and safer approach to skin lightening. Lightens the colour of the skin more efficiently and effectively than other existing single ingredient.

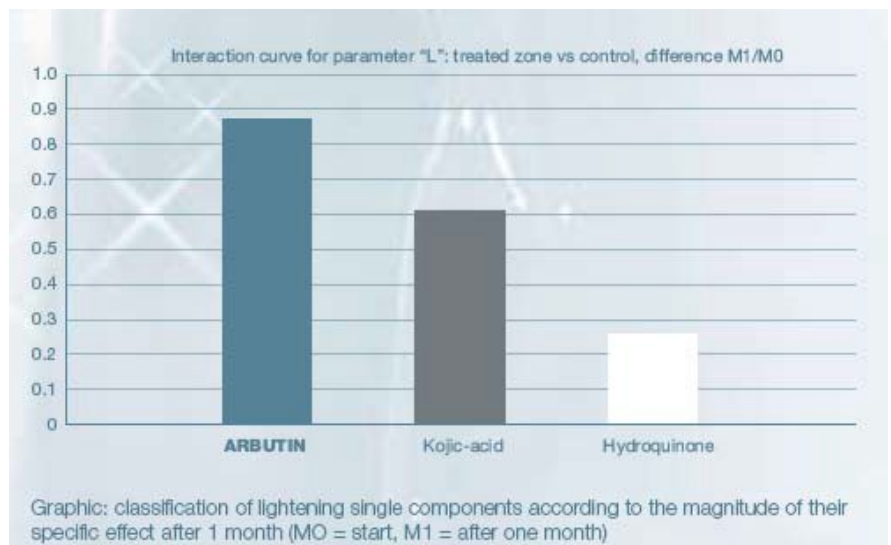
Function:

- Promotes a lighter and even skin tone on all skin types
- Minimises liver spots
- Can reduce the degree of skin tanning after UV exposure.

In-vivo test:

A skin lightening study* on 80 Chinese descent women demonstrated that an emulsion containing 1% ARBUTIN resulted in a faster and more pronounced skin lightening effect after 1 month when compared with other commonly used single components at 1 % use levels.

*Study carried out by Pentapharm Ltd, Basel/Switzerland
www.pentapharm.com



EVALUATION OF THE EFFICACY OF BEAUTY VIBRO PLATE ^{PLUS}

Scientific and experimental testing demonstrated that the vibrating plates, in particular the Beauty Vibro Plate ^{plus} with pulsating vibration is extremely efficient in giving:

- increased peripheral micro-circulation
- improved lymphatic drainage
- oxygenating and revitalising of the connective tissue
- strengthening of the bone structure
- increased secretions of some important hormones
- increased metabolism and the burning of calories
- stimulation to the central and peripheral nervous system



There are 3 procedures in the treatment: Anticell, Slimming and Toning. They are sessions of oscillating pulsating frequency.

ANTICELL



From the very first exercise the vibrations at low pulsating frequency emitted by the oscillating plate guarantee:

- a feeling of wellbeing thanks to the messaging effect to the spinal cord and large muscle groups
- an increase of the peripheral microcirculation
- an effective treatment to combat cellulite

SLIMMING



The vibrations medium pulsating frequency emitted by the oscillating plate gives:

- a physical workout will consequent calorie burning
- a slimming workout specifically for buttocks and thighs
- an increase of the basal metabolism which contributes to the breaking down of accumulated adipose fat

TONING



The vibrations at a more elevated pulsating frequency emitted by the oscillating plate allows:

- a more rapid muscle use
- increased strength
- toned and reenergised feeling
- intense workout
- better blood circulation

RESULTS

Studies related to weight loss show that even those who are not trained can mobilize fat deposits by choosing the right stimulation on the pulsed frequency Beauty Vibro Plate ^{plus} (Vega Dejesus & Siconolfi, 1988). After 20 sessions, the result becomes clearly visible.



4. TREATMENTS/PROTOCOLS

WHITENING LIGHT THERAPY

WHITENING LIGHT THERAPY COMBINING OTHER TECHNOLOGIES

WHITENING LIGHT THERAPY COMBINING SPECIFIC TREATMENTS

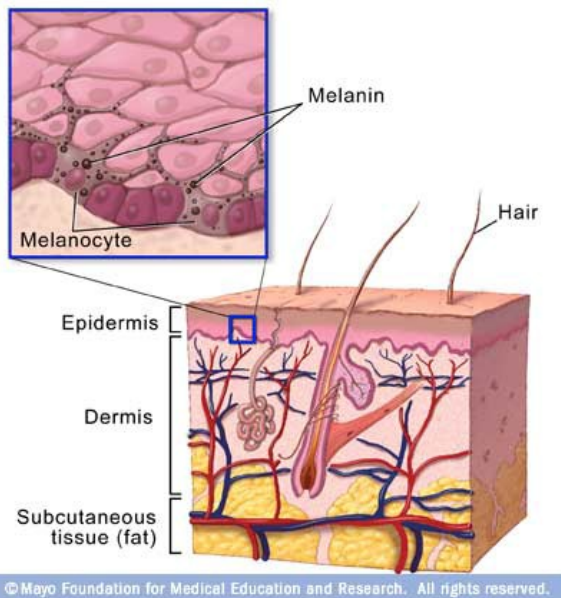
WHITENING LIGHT THERAPY

SKIN WHITENING AND REDUCTION OF SKIN DISCOLORATIONS

“White skin” has emerged as a central desideratum of consumer culture in affluent Asia. Not only does skin lightness affect perceptions of a woman’s beauty, it also affects her marital prospects, job prospects, social status, and earning potential. The desire for white and fair skin is a global phenomenon especially in non-white cultures and is not limited to Asian contexts. African, South American and Middle-Eastern cultures also have their own traditions of skin whitening and lightening.

The target of the intensive treatment is “Bad skin”. “Bad skin” is referenced in the ads as skin with fine lines, wrinkles, age spots, visible pores, or yellow spots, and skin that is dark, dry, dull, loose, or rough.

SKIN WHITENING AND REDUCTION OF SKIN DISCOLORATIONS treatment reduces hyperpigmentation, regulates melanin production and corrects age spots, prevents the formation of freckles and evens out skin tone, preventing the formation of new brown spots, clear softer, more luminous looking skin with the positive effect of regulating bacterial and sebaceous gland activity, both of which can lead to acne.



The main factors in skin coloration are the nature of the melanin, the place where the melanin is concentrated (epidermis or dermis) and skin vascularisation. Variations observed in melanocytes have little effect on pigmentation which is more directly related to the quantity, type and distribution of melanosomes.

BRIGHT AND LUMINOUS SKIN

Treatments less intense, specific for brightening and lightening the skin improving the colour and texture of complexion, prevents the formation of melanin and reduces skin pigmentation disorder. Reduces itching, oil, grease and dirt from the skin. Smoothing and restoring the skin and maintaining elasticity



ANTI-CELL

The anticell treatment from the vibrating plate beauty vibro plate shows from the very first moments of the exercise:

- a feeling of well-being thanks to the back massage and of other muscles
- increased peripheral microcirculation
- improvement of the lymphatic drainage
- an effective treatment for combating cellulite

The vibrations low pulsating frequency emitted from the plate guarantee a massaging effect and increased circulation which help combat cellulite.

For more visible results it is advised to follow a controlled diet.



SLIMMING

The slimming treatment of the vibrating plate Beauty Vibro plate thanks to the medium pulsating frequency emitted and the oscillating plate allows:

- a workout increasing calorie burning
- a specific slimming workout for legs and buttocks
- an increase of the basal metabolism contributing to the reduction of adipose deposits

The oscillation hinders the fat deposits and stagnating fluids mobilizing them, acting rapidly and efficiently on the visible appearance even the less active are able to reach their slimming goals in a short period of time.

For more visible results it is advised to follow a controlled diet.



TONING

The toning treatment of the vibrating plate Beauty Vibro Plate, thanks to the vibrations of the more elevated pulsating frequency emitted by the plate:

- muscles react faster
- strength is increased
- a feeling of a more toned body
- intense workout
- improved blood circulation

The workout stimulates the chemical functions of the muscle rendering it visibly toned and more defined.



WHITENING LIGHT THERAPY COMBINING OTHER TECHNOLOGIES

For increased effectiveness, Whitening Light Therapy is used before, after or during some treatments. Especially in ethnic patients or persons with darker skin tones (significant melanin presence).

The use of light as a medical treatment has grown considerably over the past few years. There are now many kinds of devices, which deliver various different types of light for an ever-increasing number of potential uses. Some of those are report here.

LASER SURGERY (LASER SKIN RESURFACING) + WHITENING LIGHT THERAPY

A laser is a high-energy beam of light that can be directed into certain areas or tissues within the skin. These beams of light are produced in one wavelength or colour at a time, and can vary in terms of their strength and the type of tissue that they can target.

So - called "ablative" or skin resurfacing lasers briefly direct an intense burst of laser energy onto the surface of the skin. This energy heats water within the surface layers of the skin, causing both the water and the tissue of the skin to turn to vapour.



Every time the laser passes over the skin, some of the outermost layers of the skin are removed in a precise and controlled way to the appropriate depth. After the treatment, the skin will look much healthier than it did previously.

A suitably trained and experienced doctor or surgeon should perform all treatments that involve skin resurfacing using ablative lasers.

Two main types of laser are used for skin resurfacing - the Carbon Dioxide or CO2 laser and Erbium Yag lasers. Both of these lasers operate in a wavelength (or colour of light) that is attracted to water molecules contained in the skin.

Repeat procedures: depending upon the depth of treatment, and recovery time, those wrinkles or scars that haven't been improved satisfactorily, can be treated a second time. This can take place 6 to 12 months after the first treatment.

The Whitening Light Therapy treatment can be introduced successfully in between the 2 laser sessions, by doing so the benefits are maximised not only on the treated areas, but on the entire body.



INTENSE PULSED LIGHT (IPL) + WHITENING LIGHT THERAPY

Intense Pulsed Light systems differ from lasers in that they can deliver hundreds of wavelengths (or colours) in each burst of light. Certain filters are used that target these flashes of light so that they work in a similar way to lasers causing heat damage to the particular skin problem.

The process of directing a laser or IPL source to a target area of the skin to damage it is technically known as "selective photothermolysis".

Treatments are usually performed every 3 to 4 weeks. For this reason to speed up the process we recommend the WHITENING LIGHT THERAPY in between sessions. The results will be faster more visible.



LIGHT EMITTING DIODE (LED) + WHITENING LIGHT THERAPY

LED Green light is used in treatment of skin pigmentation as well as providing an overall hydrating effect. Also improves the appearance of skin tone and texture.

The low level power of green light to treat pigment is a result of the broad absorption spectrum of melanin, solar lentigines and ephelides. Subjects in various industry trials have reported an overall lifting and hydrating effect, an improvement in skin tone and texture, an evening out of pigmentation, a smoothing of fine lines and wrinkles (additionally aids in the reduction of the appearance of scars). Use LED Green light to reduce the appearance of skin pigmentations, the LED treatment is limiting however because only small areas can be treated at a time.

The added use of the Whitening Light Therapy to the LED treatment can be the right solution, achieving great results with a pain free and non invasive way of treating the skin leaving it clear and blemish free.



MICRODERMABRASION + WHITENING LIGHT THERAPY

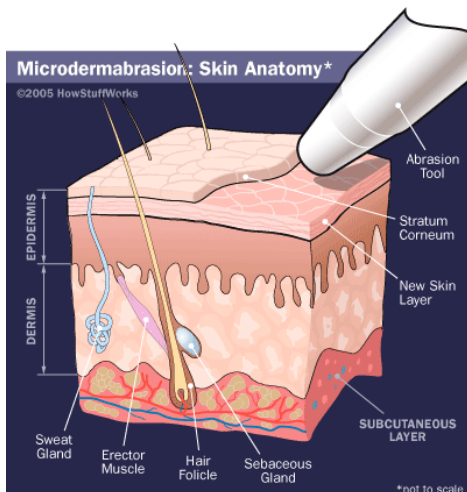
Dermabrasion, Dermasanding or Dermaplaning is a surgical procedure that has been performed since the late 1950's. It is another example of a treatment, which aims to "resurface" the skin. It is similar in its aim to lasers or chemical peels, but uses a machine to remove the outer layer of the skin or epidermis and then the top third part of the dermis of the skin.

The skin which has been skimmed by the machine then heals, producing tighter skin and reducing the appearance of dark spot.

The use of the Whitening Light Therapy after the Dermabrasion treatment reduces healing time and prolongs the whitening effects, the skin after the treatment is also more receptive to the effects of the light maximising results.

Repeat procedures: may be required a couple of months after the first treatment to enhance the results. Dermabrasion can be repeated every few years, or combined with Whitening Light Therapy treatments to help maintain the initial effect.

When the Whitening Light Therapy is used in between the two treatments the results are surely more visible.



WHITENING LIGHT THERAPY COMBINING SPECIFIC TREATMENTS

The Whitening Light Therapy acts as an important assistant in the achievement of optimal results for specific treatments, in particular skin whitening for the face and body.

CHEMICAL PEELING + WHITENING LIGHT THERAPY

The procedure known as chemical peeling (or chemexfoliation to give it its proper name) involves the application of a chemical solution to the surface of the skin to produce the careful removal of its outer layers. The strength of this product and how long it is left on the skin.

Different types of peels act on the skin.

SUPERFICIAL PEELS: remove the outer layer of the skin or the "epidermal layers".

MEDIUM DEPTH PEELS: remove both the epidermal layers and upper dermal layers.

DEEP PEELS: peeling extends deeper into the lower dermal layer of the skin.



Results vary, but patients will see a significant improvement in the appearance of pigmented areas. Dark spots will lighten and skin texture and tone will improve.

The skin after having undergone the treatment is much more receptive to the light which helps with maximising the results when a full cycle of Whitening Light Therapy is used.

SPECIFIC FACE AND BODY TREATMENTS + WHITENING LIGHT THERAPY

There are numerous whitening treatments for the face and body in various salons:

- purifying/balancing treatment
- purifying for skin with pigmentation
- luminosity and firmness for all skin types
- face scrubs
- body scrubs



The benefits of these treatments are maximised when used in conjunction with a cycle of the Whitening Light Therapy sessions.

It is also highly recommended that the That'so Pure White and Whitening Miracle Line skincare products be an integral part when undergoing the Whitening Light Therapy.

These products have been especially designed to be used in conjunction with the Whitening Light Therapy, thanks to a cocktail of highly effective and innovative ingredients they ensure much better result

4.4 42 WHITENING

(WHITENING LIGHT THERAPY)

The whitening Activator Green Lamp with wavelength of 525 nm, patent technology, has benefit to reduce hyper-pigmentation and sun damage, gives the feel and appearance of a softer, even-toned, brighter more luminous complexion. It therefore helps lighten freckles and age spots and promotes an overall clarity and radiance in the skin.



THE USE OF SKIN CARE PRODUCTS AND THEIR IMPORTANCE

Right from the very first appointment even before the client decides as to whether he or she wants to have the treatment, explain the importance of the two high quality complementary treatments:

- **Whitening Spray & Care**
- **That'so Pure White: Brightening Miracle Line**

Whitening Spray & Care

Whitening Spray & Care is a professional treatment and is a **multipurpose skin care Technology** that gives an instant even whitening glow to the skin while providing long lasting SPF protection from the sun, is safe and effective.



Whitening Spray & Care combined with a specific formulation give the face and décolleté a skin lightening effect and a white natural colour, leaving the skin hydrated and pleasantly scented.

That'so Pure white: Brightening Line

Brightening Miracle Line is designed for home use , and should be used to promote whitening and an even skin tone, minimising age spots and reducing the degree of skin tanning after UV exposure, thanks to Arbutin, the more effective, faster and safer approach to skin whitening. Lightens the colour of the skin more efficiently and effectively than other existing single ingredients. There are 3 products in the Brightening line:

- 1- Luminescent Day Cream
- 2- Luminescent Night Cream
- 3- Luminescent Serum

These products are highly recommended in the treatment of skin whitening.

Also remember to advise the client in the treatments of cellulite the added benefits of products that firm and redefine the body's contours. Products such as:

DEEP KINETICELL

A crackling coadjuvant mousse in the treatment of imperfections of cellulite and skin firming. Makes the most of the three important aspects: 12 natural active properties, a unique formula (crackling mousse) an innovative way of releasing the active ingredients (nanospheres) for results like no other. Apply day and night.

PINK ANGEL

Multi-functional body cream. Shaping, firming and anti-ageing treatment. It smoothes the skin and makes it divinely velvety, while redefining silhouette contours. This body treatment is effective on two levels: reduces localised fat and thanks to the immediate firming effect the skin looks smoother firmer. Apply every evening.

Remember the client is not only purchasing a treatment to improve his or her appearance but is also purchasing a SERVICE. This service is made up of many things: the professional way the technicians conduct themselves towards the clients, the complete salon's image, the way the machines and products are

presented and maintained, the salon should be clean and tidy and professional, staff should be courteous and polite at all times.

Customer service should be a priority because not only is your customer the reason you are in business but also he or she are your best way to advertise.

PRECAUTIONS

The treatment with Whitening Light Therapy has no side effects nor particular precautions need to be taken when using the light, some precautions may be needed when using the vibrating plate.

The vibrating plate is for cosmetic use (the need for the presence of a qualified technician is not required during its use). The oscillating frequency is low and the only precautions are for particular cases where the physical condition of the client dictates whether he or she can use the plate:

- serious back problems
- suffers from epilepsy
- suffers from varicose veins or where there can be a chance of thrombosis
-

For all equipment that generates an electromagnetic field it's not recommended for people with a pacemaker.

6. FAQ

AM I SUITABLE FOR THIS TREATMENT?

Anyone who shows skin imperfections and discolorations and wishes to have a radiant and lighter appearance. The treatment addresses:

- hyper pigmentation and sun damage
- age spots
- oily skin
- acne

WHAT IS ADVANTAGE OF LIGHT THERAPY SKIN WHITENING?

- a natural treatment that stimulates the normal cellular activity
- is safe and completely non-invasive
- a treatment for all skin types and phototypes
- a total-body treatment

WHAT CAN I EXPECT AFTER THE TREATMENT?

The first effect you will see is an even-toned, brighter and more luminous complexion. The treatment helps to reduce the appearance of uneven pigmentation and age/sun spots and promotes an overall clarity and radiance to the skin. Moreover there are positive effects with regulating bacterial and sebaceous gland activity, both of which lead to acne.

WHEN CAN I EXPECT TO SEE RESULTS?

Over the course of 5-6 treatment sessions, people see a gradual & continual improvement of their skin. The skin is lighter, even, and brighter. The number of sessions depend on the condition of your skin.

DOES IT HURT?

No, 525nm green light stimulates a biological response without any increase in temperature and/or energy transfer able to damage tissues, like others devices. For this reason with the Whitening Light Therapy there is no redness or temporary alteration of the skin and is completely pain free. The treatments don't interfere with your lifestyle, or every day activities.

DO I NEED TO USE COSMETIC PRODUCTS IN CONJUNCTION WITH WHITENING LIGHT THERAPY?

Yes, in fact your results will happen faster and be more effective if you use That'so Pure White treatments Steps 1-2-3. First cleanse the skin with Brightening Miracle Cleanser, after treat spots and specific areas with Brightening Miracle Essence, and protect the skin from the sun and reduce the appearance of uneven pigmentation with Brightening Miracle Cream.

7. DICTIONARY

SKIN: an organ consisting of different tissues primarily protecting the body. Skin is made up of epidermis, dermis and the subcutaneous tissue. The epidermis protects the skin. The dermis supports the epidermis and is therefore responsible for firmness thanks to collagen, that ensures the strength of the skin elastin, renders it flexible and the subcutaneous tissue acts as a cushion and energy reserve.

HYPERPIGMENTATION: a skin condition that occurs when the body has too much melanin, or pigment.

HYPOPIGMENTATION: a skin condition that occurs when the body has too little melanin, or pigment.

MELANIN: a pigment that creates hair, skin and eye colour. Melanin also protects the body by absorbing ultraviolet light.

MELANOCYTES: the type of skin cells that create melanin.

MELASMA: a dark mask-like discoloration that covers the cheeks and bridge of the nose. Also called "the mask of pregnancy."

VITILGO: a skin disorder that creates smooth, depigmented white spots on the skin.

LASERS: is a high energy beam of light that can precisely transfer this energy into certain tissues within the skin. These beams of light are produced in one wavelength or colour at a time, and can vary in terms of their strength and the type of tissue that they can target. Lasers used on a variety of veins or pigmented (discoloured) skin problems can direct their heat towards a desired target in the skin which results in "damage" to particular tissues.

INTENSE PULSED LIGHT (IPL): differ from lasers in that they can deliver hundreds of wavelengths (or colours) in each burst of light. Certain filters are used that target these flashes of light so that they work in a similar way to lasers causing heat damage to the particular skin problem. The process of directing a laser or IPL source to a target area of the skin to damage it is technically known as "selective photothermolysis".

MICRODERMABRASION: remove the *horny* (top) layer of the skin; dead skin cells. This process promotes the production of new cells in the basal (deepest) layer of the dermis. A series of microdermabrasion treatments can lessen the look hyperpigmentation in some patients.