

# Safety and Efficacy of WISHPro BlueV and Calming Milk Treatment

Dr Gitit Zucker MD expert in medical trials – Israel January 2013

## Introduction

In today's modern world men and women feel constant pressure to keep themselves looking younger for longer. This has led to a marked increase in Anti Aging solutions both home use and professional. Typical Anti Aging treatments rely either on Aesthetic Technologies or on Cosmetic solutions to achieve results. Synoia Technologies has taken a novel approach to this problem by combining advanced Aesthetic Technologies with Cosmetic formulations. This study aims to test the results of a combination of the BlueV Technology Head and the Calming Milk Treatment Capsule on 27 volunteer patients to ascertain the safety and efficacy of the treatment. It is believed that a significant improvement in skin health, texture and tone can be achieved by utilizing this combination of Aesthetic Technologies and Advanced Cosmetics.

## Method

In order to assess the safety and efficacy of the Rejuvenation Technology Head in conjunction with the Calming Milk Treatment Capsule 27 adults (aged 21-57) 4 male and 26 female with varying skin types (Fitzpatrick scale II-VI) were selected to participate in this trial.

The participants were screened for exclusion criteria, which include pregnancy, pacemaker or other electronic implant and cancer.

## *Treatment Protocol*

Participants were treated in the Synoia Technologies clinic by a technician experienced in using the WISHPro system.

Prior to treatment the technician washed the participants face with a gentle cleansing solution to remove any dirt or makeup.

Patients were treated with the BlueV Technology Head in conjunction with the Calming Milk Treatment Capsule for 15 minutes using the Synoia Technologies recommended treatment motions. After the treatment any remaining serum was massaged into the skin by hand and/or left on the skin to continue action.

Participants were evaluated by three independent dermatologists in a non-blinded study using a nine point scale to judge the visible improvement in skin health and texture immediately before and immediately following the treatment.

Participants were asked to fill out a short questionnaire about the treatment experience 1 week following the treatment. Follow-up phone calls were conducted twice a week to ascertain the longevity of the results.

The questionnaire consisted of nine questions on a scale of 1-10 (1= not at all and 10= very much so).

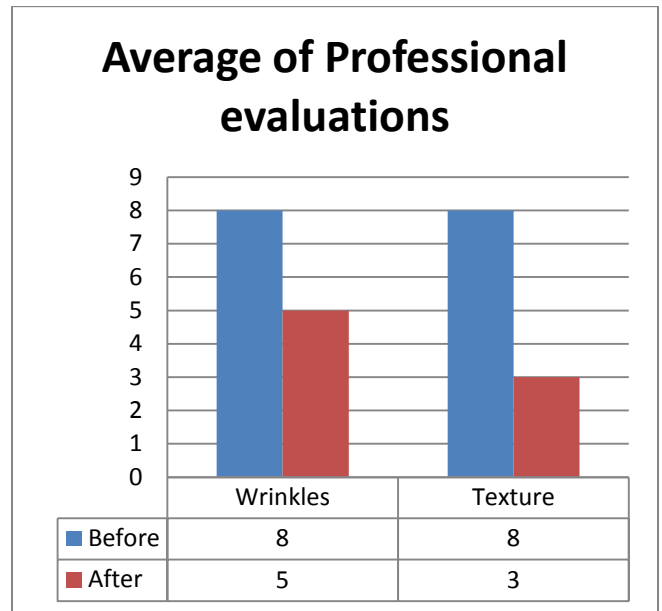
1. Do you feel/notice any improvement in the appearance of fine lines and wrinkles?
2. Do you feel/notice any improvement in the texture of your skin?
3. What did your skin feel like after treatment
4. Did you experience any pain during the treatment?
5. Did you find the treatment pleasant?
6. Did you notice any adverse reactions following the treatment?
7. Would you be interested in receiving WISHPro treatments in the future?
8. To what extent are you satisfied with the results you achieved with WISHPro?
9. For how many days after treatment did you feel/see results?

## Results

All 27 participants completed the trial as scheduled without any difficulties or complications. The general attitude of the participants was overall positive and no pain was reported by any of the participants.

Immediately after the treatment there was an easily perceptible change in skin texture and glow. Both the panel of dermatologists and the self reported questionnaires showed strong evidence that the WISHPro treatment provided an immediate improvement in skin texture and tone.

When asked how they felt during treatment most participants noted that the treatment was very relaxing and noted that they felt that the treatment relieved stress.



*On average the panel of Dermatologists saw a dramatic reduction in wrinkles and an improvement in skin texture.*

The participants questionnaires were extremely positive with the vast majority of respondents (18 or 67%) showing a distinct desire (9 or 10 out of 10) to undergo the treatment again in the future. (see appendix A for graphs on all the questions)

Participants were extremely satisfied with the results that they achieved with 10 (37%) participants scoring 10 of 10 on this question and all but 2 participants scoring 8 or better.

All respondents noticed an improvement in skin texture with the 19 participants (70%) scoring 9 or 10 out of 10 on this question.

During follow-up interviews participants reported that results lasted ranging from 3-17 days with a mean of 8.77 days and a mode of 7 days (See appendix A).

No notable adverse reactions were reported and the vast majority of participants found the treatment to be a pleasant experience, with all participants scoring 8 or better on this question.

No participant reported any adverse reaction following treatment all 27 patients scored a 1 out of 10 on this question.

Only 1 participant reported a slight discomfort during treatment, scoring a 2 of 10 on this question. All other participants claimed no discomfort.

## Discussion

Based on the results in this sample the treatment appears to be extremely safe and effective. No participants experienced severe reactions or intense discomfort during treatment.

The WISHPro BlueV treatment provides a calming effect on the skin, patients are extremely satisfied with the look and feel of their skin. During follow-up interviews several patients commented that their skin texture continued to improve after the treatment.

Patients reported results lasting up to 17 days and overwhelmingly showed an eagerness to undergo further treatments in the future. (see appendix A)

The results of this trial certainly justify a more in depth longer term study to examine this theory. Future studies will also help determine the effect of treatment frequency and the number of treatments on the short and long-term efficacy of this device.

## Conclusions

The WISHPro system by Synoia Technologies, appears to be a safe and effective tool for reducing the visible signs of aging. All participants noticed a significant reduction in the appearance of fine lines and wrinkles and an improvement of skin tone and texture. The

treatment seems to be comfortable and participants found the treatment to be painless and an overall pleasant experience. We believe that this product will have wide appeal for people who desire to retain or perhaps even regain their youthful appearance. Longer term clinical studies on a larger population and with longer follow-up period are required to confirm these findings.

## References

Trelles MA. Phototherapy in Anti Aging and its photo biologic basics: a new approach to skin rejuvenation. *J Cosmet Dermatol* 2006; 5: 87–91.

*Journal of Drugs in Dermatology*, Nov-Dec, 2004 by Robert A. Weiss, Margaret A. Weiss, Roy G. Geronemus, David H. McDaniel

Leffell DJ. Clinical efficacy of devices for nonablative photo rejuvenation. *Arch Dermatol* 2002; **138**: 1503–1508.

Russell BA, Kellet N, Reilly LR. A study to determine the efficacy of combination LED light therapy (633 nm and 830 nm) in facial skin rejuvenation. *J Cosmet Laser Ther* 2005; **7**: 196–200

Lee SY, Park KH, Choi JW, *et al.* A prospective, randomized, placebo controlled, double-blinded and split-face clinical study on LED phototherapy for skin rejuvenation: clinical, profilometric, histologic, ultrastructural, and biochemical evaluations and comparison of three different treatment settings. *J Photochem Photobiol B* 2007; **88**: 51–6:

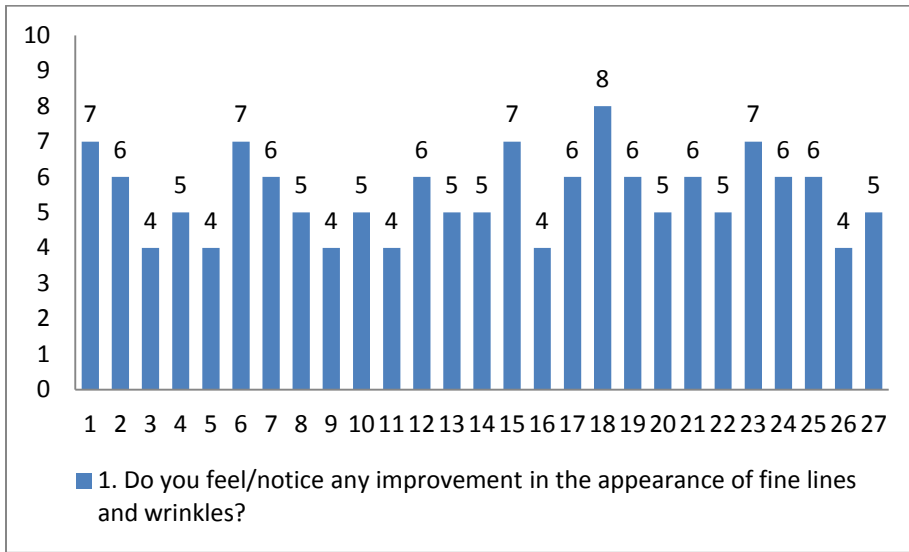
Young S, Bolton P, Dyson M, *et al.* Macrophage responsiveness to light therapy. *Lasers Surg Med* 1989; **9**: 497–505.

Trelles MA. Phototherapy in Anti Aging and its photo biologic basics: a new approach to skin rejuvenation. *J Cosmet Dermatol* 2006; **5**: 87–91.

Weiss RA, McDaniel DH, Geronemus RG, Weiss MA. Clinical trial of a novel non-thermal LED array for reversal of photoaging: clinical, histologic, and surface profilometric results. *Lasers Surg Med* 2005; **36**: 85–91.

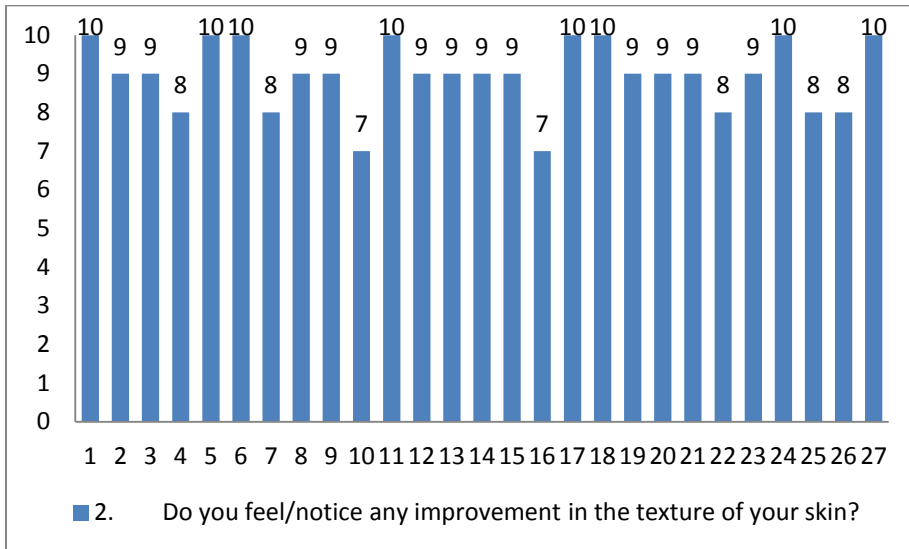
Appendix A- BlueV + Calming Milk

Question 1



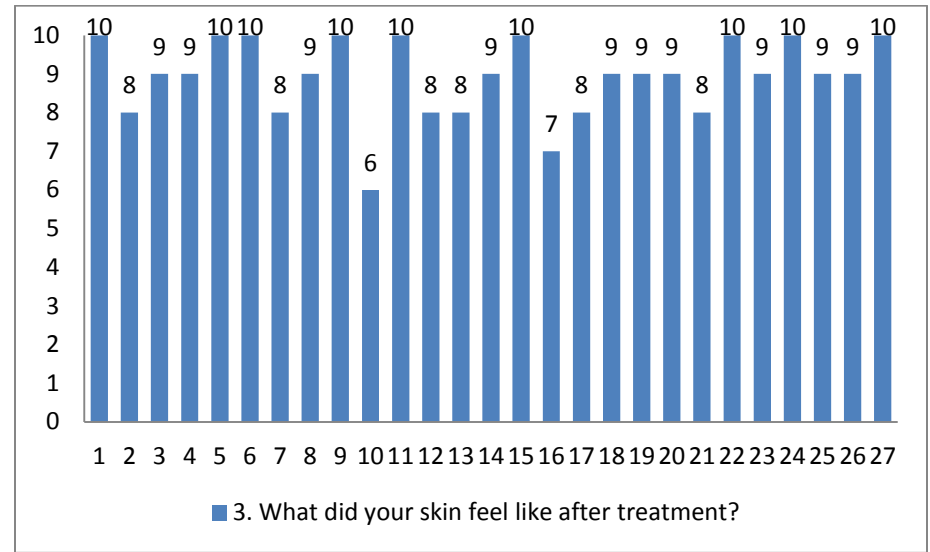
Average =5.48    Mode=6

Question 2



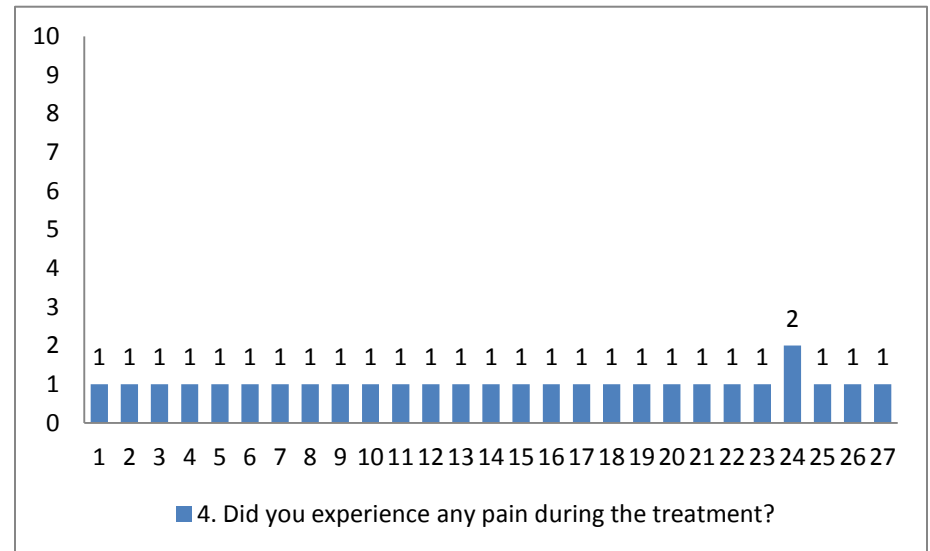
Average= 8.97    Mode=9

Question 3



Average= 8.93    Mode=9

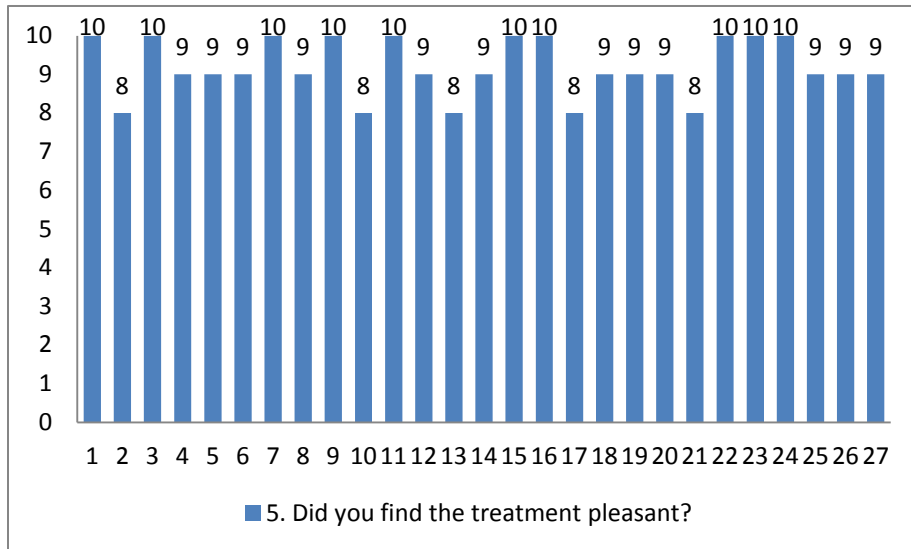
Question 4



Average= 1.04    Mode=1

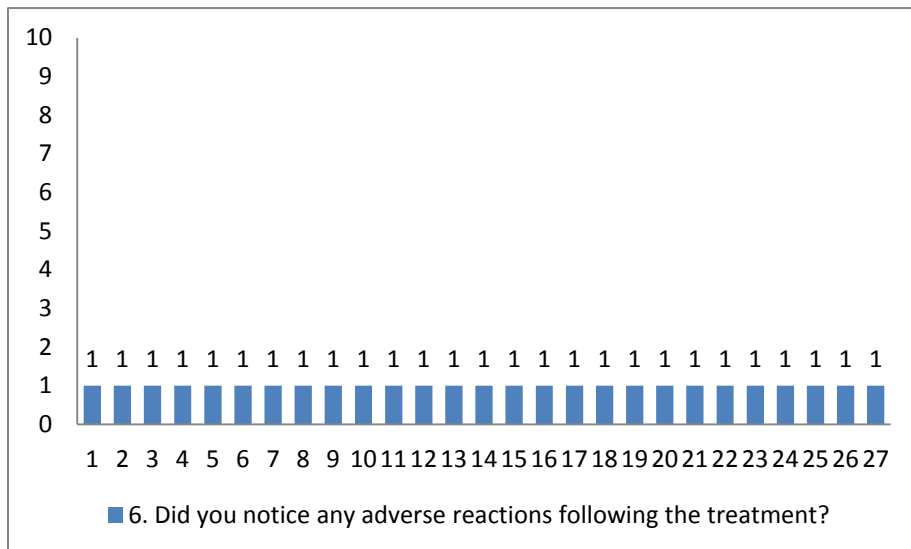
Appendix A- BlueV + Calming Milk

Question 5



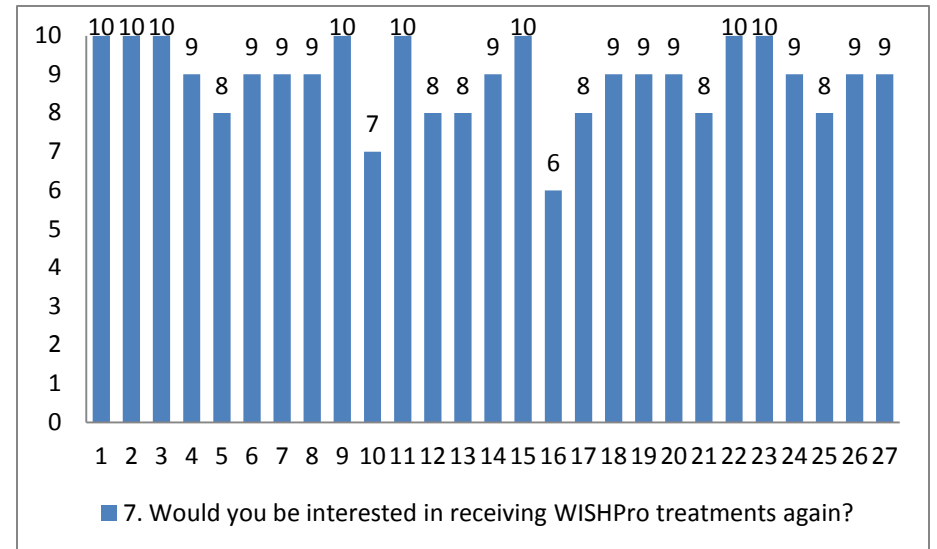
Average= 9.19      Mode=9

Question 6



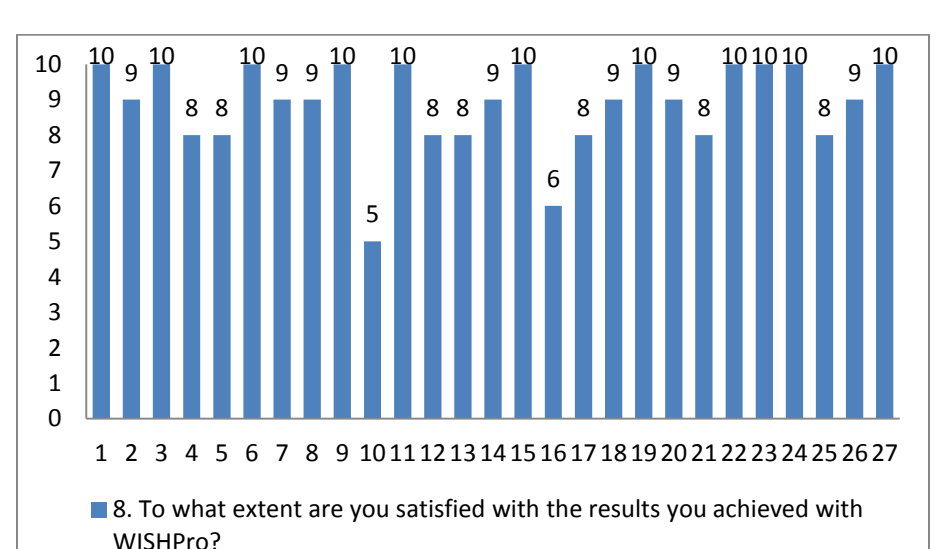
Average= 1.00      Mode=1

Question 7



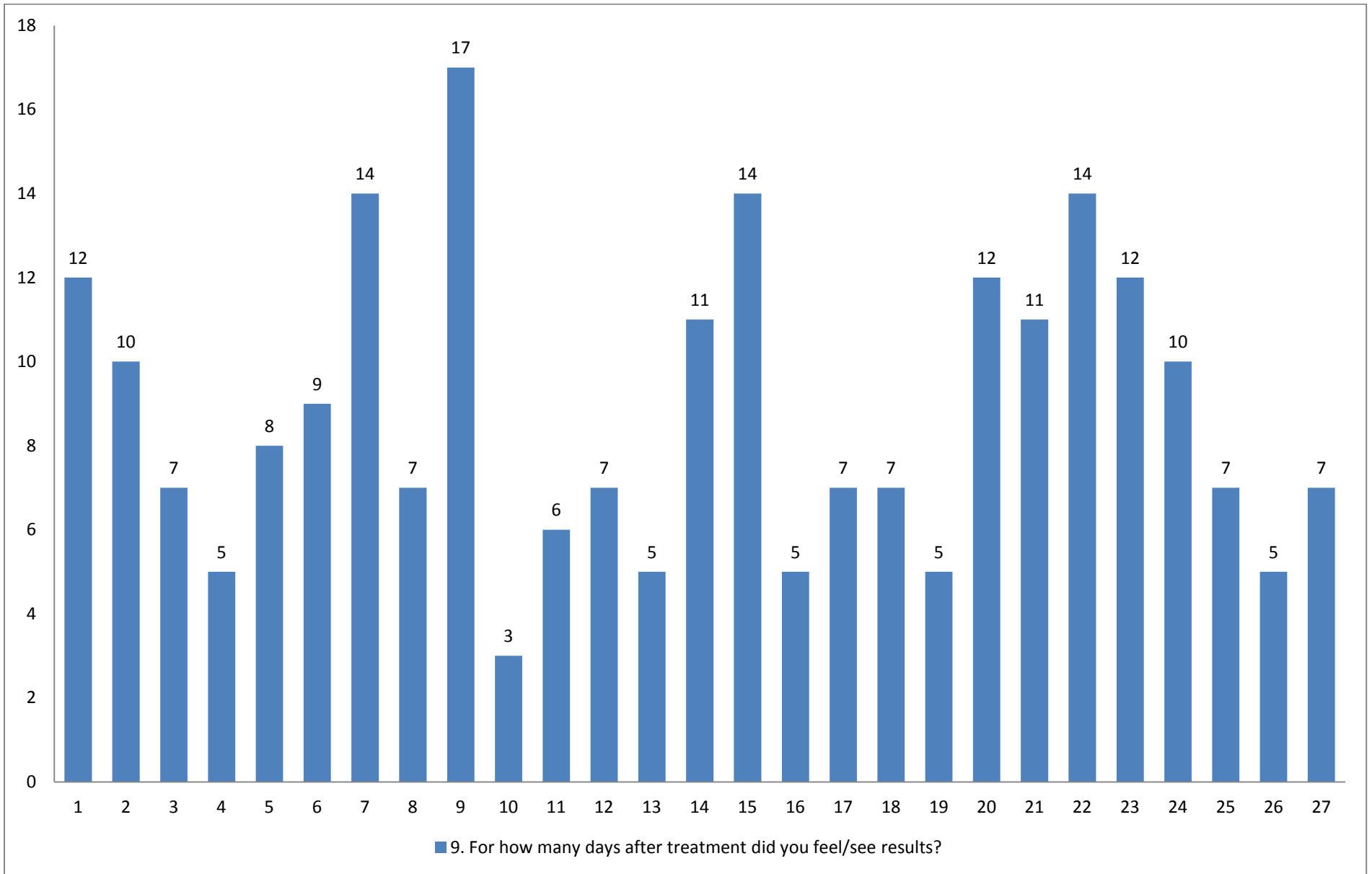
Average= 8.89      Mode=9

Question 8



Average= 8.89      Mode=10

Question 9



Average= 8.78    Mode=7