

Looking for a Safe, Natural Alternative for Rejuvenating Aging Skin?



Look no further than the non-surgical face lift which uses microcurrent technology. Microcurrent is like the body's own natural electrical current that is electronically controlled to alternate between positive and negative currents in short pulses controlled by a frequency. Supported by over 30 years of research and first used to treat bone fractures, TMJ and pain disorders, this technology activates the skin's natural chemicals responsible for maintaining healthy cells. Microcurrent produces electrical signals like those naturally occurring when the body is repairing damaged tissue and has been shown to stimulate cell growth and rejuvenate aging skin. It is truly a safer alternative to riskier and invasive procedures like Botox or plastic surgery.

As we age, our skin gets thinner and less elastic, facial muscles weaken and there is reduced production of collagen and elastin. Both collagen and elastin are critically important skin proteins: collagen is responsible for the structural support and elastin for the resilience of the skin. The dermis is the middle layer of the skin located between the epidermis and subcutaneous tissue. It is the thickest of the skin layers and comprises a tight, sturdy mesh of collagen and elastin fibers. The dermis is the layer responsible for the skin's structural integrity, elasticity and resilience. Wrinkles arise and develop in the dermis. Therefore, an anti-wrinkle treatment has a chance to succeed only if it can reach as deep as the dermis. Typical collagen and elastin creams, for example, never reach the dermis because collagen and elastin molecules are too large to penetrate the epidermis. Hence, contrary to what some manufacturers of such creams might imply, these creams have little effect on skin wrinkles.

Studies on microcurrent therapy indicate a 14% increase in the production of natural collagen, a 48% increase in natu-

ral elastin production, and a 38% increase in blood circulation over the course of 20 days. In addition, one study published in the 2009 International Journal of Medical Sciences examining microcurrent in the management of diabetes, hypertension and chronic wounds showed that diabetes and hypertension were well controlled and the subject's wounds were markedly healed (30-100%). The low levels of antioxidants accompanied by raised levels of free radical damage play a major role in delaying wound healing. Microcurrent presumably has an antioxidant effect, and it was shown to accelerate wound healing through increasing the levels of ATP and free amino acids in damaged cells, which in turn increased the rate of cellular repair. In damaged or aging cells, the membrane channels become paralyzed, preventing nutrients from entering the cell and toxic waste from being excreted. Microcurrent erases this "memory" from the cell and opens the cellular membrane to allow nutrients in and waste out. ATP (adenosine triphosphate) molecules are the storage and distribution vehicles for energy in the body. ATP is known as the "energy of life" and drives a number of biological processes such as photosynthesis, muscle contractions/re-education, protein synthesis, and membrane transport.

Melissa Martin, esthetician and owner of Anew You Skincare in Avon, has been using microcurrent therapy for everything from treating acne to wrinkles. "I heard about this technology from my esthetic instructor, tried it once and saw remarkable results," Martin says. "In my clients, I've seen a reduction in crow's feet, a softening of wrinkles and lines, and greater definition along the cheekbones and jaw line. It's a great alternative to invasive procedures for skin rejuvenation and it definitely works. We refer to the treatment as our non-surgical face lift."

The treatment sends safe, painless

impulses to the muscles in your face and neck which, in essence, "re-educate" the muscles and restores them back almost to their original shape. When this happens the visible results are quite dramatic and the face and neck are lifted, firmed and toned back to a much more youthful appearance. At the same time, the microcurrents improve circulation to your skin which stimulates production of collagen, improves tone and texture, and improves or eliminates fine lines. "One of the things that makes the treatment so popular is that people see visible results after just a single treatment," Martin explains. "This gives 'instant gratification' which is seen so rarely as a result of other anti-aging products or techniques." This procedure is preventative for younger clients and rejuvenating for mature clients. The treatment delivers a variety of benefits to clients who wish to attain a healthier and younger looking appearance including; improving muscle tone in face and neck, lifting jowls and eyebrows, skin exfoliation, reducing and eliminating fine lines and wrinkles, improving facial circulation and enhancing natural collagen and elastin production.

So what is a treatment like? After one, I was hooked. It was so relaxing I might have fallen asleep had I not been asking Melissa a million questions for this article. If you've ever had a massage, this is truly a similar experience, except the treatment is focused solely on your neck and face. As I lay on a massage table, Melissa performed a series of manipulations using special gloves attached to the machine to deliver the current to the skin. With her hands, she contours and sculpts the face as the micro-

current delivers a stimulus to increase ATP and collagen production which enables the skin and facial muscles to hold their position longer. The procedure starts with the neck on one side of the face, works up along the jaw line, across the cheekbones and then on the forehead. The therapy lasts about an hour and Melissa ends it with a scalp massage which is a nice treat! I immediately noticed a softening of fine lines around my eyes, forehead and frown lines within the first few treatments.

The benefits of the treatments are cumulative, which means that the more treatments you have, the more improvement you will see in your face. Martin recommends a minimum of 4 treatments, however, she says most clients do 6-8 depending on what results they are trying to achieve. After the first series of treatments, the good news is that only a single maintenance treatment is recommended about once every 4-6 months. The facial muscles appear to hold the re-education stimulus that microcurrent therapy delivers for months at a time, thereby preventing fine lines and wrinkles from reoccurring. Microcurrent therapy can be combined with other treatments such as microdermabrasion, light therapy, lymphatic stimulation and peels in order to maximize results for skin rejuvenation. Martin suggests starting treatment in your 30's and 40's to help slow the effects of aging and fewer treatments are needed at that age to see results. However, the treatments are effective at any age.

Submitted by Dr. Diane Hindman. Melissa Martin opened her skincare center in May of 2007 and has been a practicing esthetician for over 10 years. She offers numerous skincare treatments as well as massage therapy, shamanic healing, reiki and cellulite treatments. For more information, visit www.anewyouskincare.net or call (860)284-9730.