

# Clinical Trials Prove Efficacy of CyDen's Home-Use Hair Removal Device

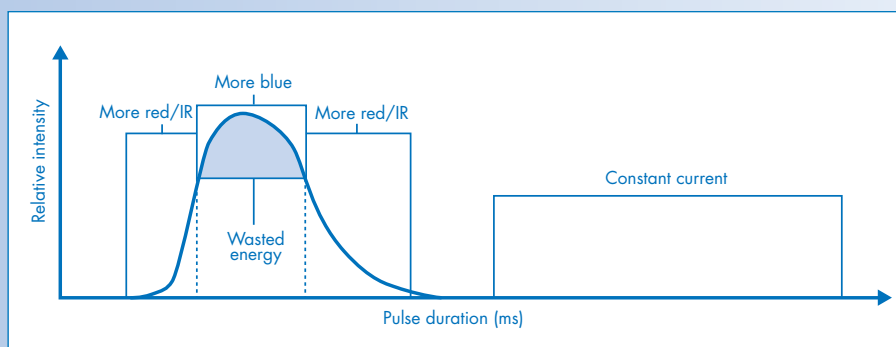
By Ilya Petrou, M.D., Contributing Editor

Light-based cosmetic treatments – particularly those based on intense pulsed light (IPL) – have proven to be formidable tools in the hands of skilled dermatologists and aesthetic practitioners worldwide. Building on their experience in the professional marketplace with patented iPulse™ technology, CyDen Ltd. (Swansea, U.K.) is poised to become a major global player in the rapidly emerging market of home-use, light-based aesthetic devices.

By forging a strategic manufacturing alliance with SONY (Tokyo, Japan), as well as a unique development and distribution partnership with one of the U.K.'s leading health and beauty retailers, Boots (Nottingham, U.K.), CyDen has achieved solid commercial and technical credibility, which has established the company's strength. Sales of the CyDen device in the U.K. alone, where it is marketed as Boots SmoothSkin by iPulse, are projected to top \$7.5 million over a 12 month period that started in February 2009.

Clinical trials with the SmoothSkin device have demonstrated permanent hair reduction after 6 to 12 treatments performed weekly. CyDen offers a unique square pulse technology that carefully controls the unit's xenon flash lamp current. Instead of the rising and falling output of a traditional IPL power supply, which causes the therapeutic spectrum for effective treatment to be achieved only in a small fraction of the pulse, the iPulse generates a constant current which yields a continued therapeutic spectrum throughout the entire pulse.

"In order to prove that the constant therapeutic spectrum is achieved, we had to work with some of the world's leading optical hardware and software suppliers to develop a means of measuring the actual spectrum output every .00001 of a second. This allowed us to compare the iPulse output with conventional devices," explained Kevin Smith, co-founder and director of CyDen.



This means that lower, safer energy levels can be used while achieving rapid and permanent results, as experienced by thousands of users already.

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Not content with simply developing and selling groundbreaking devices, CyDen has done much to contribute to the technical, clinical and regulatory dialogue in the aesthetic device industry worldwide. They published the first side-by-side comparison of the actual versus claimed performance of 18 professional IPL devices, and have recently published a similar paper comparing new home-use devices<sup>1</sup>. They have recruited noted dermatologists such as Mario Trelles, M.D., Peter Bjerring, M.D., Dvora Ancona, M.D., Takuya Omi, M.D., Maya Vedamurthy, M.D., and Russell Emerson, M.D., to ensure that the highest clinical standards are observed. Furthermore, Godfrey Town, CyDen's clinical director, has actively assisted in the development of global standards for both professional and home-use IPL devices.

CyDen's iPulse home-use hair removal device is now available in the U.K., Japan and Australia. New applications are on the way and new markets are expected to open rapidly in the coming months. "Light-based devices are very effective not just for hair removal but for a range of skin rejuvenation treatments, including wrinkle reduction and acne management. CyDen intends to be a major player in these new markets," Mr. Smith said.

"At the same time, we will continue to push for higher technical standards and greater clinical rigour in markets around the world."

<sup>1</sup> *Journal of Cosmetic and Laser Therapy: Measurement of Home-Use Laser and Intense Pulsed Light Systems for Hair Removal: Preliminary report.* Godfrey Town a.; Caerwyn Ash b.; a) Laser Protection Adviser, Haywards Heath, West Sussex, U.K. b) School of Medicine, Swansea University, Swansea, U.K. First published on: July 22, 2009