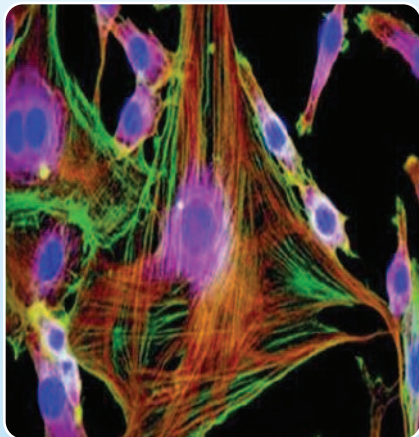


# CellaDermRx Supplement Program Delivers Complementary Therapy for Cellulite Tx

By Bob Kronemyer, Associate Editor



The extracellular matrix (ECM) is a three-dimensional complex of proteins, carbohydrates, salts, fixed cells, migrating cells and fibers. The ECM acts as a critical pathway for delivery of materials required for cell nutrition and disposal of waste. Selection of the correct ingredients to clean the ECM is a critical factor in restoring function to congested tissue areas.

CellaDermRx's program is based on a proprietary blend of ingredients that have been subjected to double blind, placebo controlled studies all over the world.

Veda Life Sciences (Colorado Springs, Colo.), introduces an oral supplement program to enhance standard approaches to the treatment of cellulite. Depending on the grade of cellulite, CellaDermRx can be used alone or in combination with devices such as TriActive (Cynosure, Westford, Mass.), VelaSmooth (Syneron, Ontario, Canada), LPG Endermologie (LPG, Miami, Fla.) and Dermosonic (Sybaritic, Minneapolis, Minn.). CellaDermRx is distributed only through medical offices and is not available directly to patients or through non-medical facilities.

The cosmetic industry is focused on providing solutions in the form of topical creams, dietary supplements and therapeutic cures, which often lack any form of scientific proof. Some topicals achieve temporary surface improvements but generally topical treatments can be compared to applying a coat of

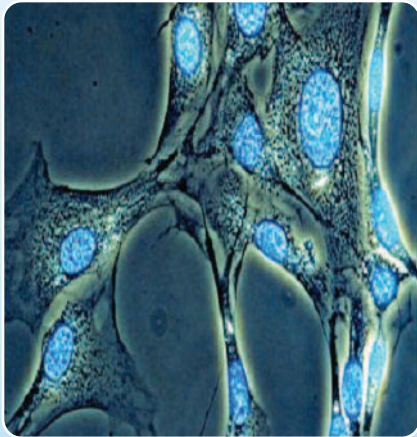
paint over a damp patch on a wall. Additional layers of paint will improve the wall's appearance, but the damp condition will eventually cause a blemish to reappear. Reducing the appearance of cellulite requires that the internal cause of the problem be isolated and fixed before returning the exterior skin surface to a sound condition.

Tom Bader, Rph, Veda Life Sciences' president commented, "Many devices currently available for the treatment of cellulite address very superficial aspects of this complex disease, but do little to address the biochemical and metabolic alterations that occur at an interstitial matrix and connective structures level.

Traditional methods of treating cellulite in medical spas focus on external treatments, to reduce the size of fat cells and stretch connective fibers, thereby

minimizing stress on anchor points in the skin. The net effect is a temporary reduction in the appearance of dimpling. Repeated treatments, especially with the help of a thoughtful diet and exercise program can extend this temporary reduction. However, this does nothing to eliminate the underlying metabolic and chemical factors which lead to cellulite formation in the first place. The key to making these benefits longer lived is internal, as well as an external treatment to create an environment where cellulite is less likely to reoccur.

Mr. Bader recommends starting a CellaDermRx program two to four weeks before treatment and continuing the program for two months. On average, patients use CellaDermRx for five months with appropriate breaks in between. For patients with little visible cellulite, Mr. Bader recommends using



Changes in ECM function cause a domino effect in the development of cellulite. Alterations in the function of fibroblasts cause decreased production of collagen, elastin and decreased glucose amino glycan in vascular sleeves. This leads to gel like formations in the ECM with resultant slow down in microcirculation, resulting in lymphatic stasis, microaneurysms and lipoedema.

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CellaDermRx as part of a cellulite prevention program with appropriate modifications to diet and lifestyle.

Inspiration for the supplement program came from reported successes with standard injection mesotherapy and the contribution of newer devices like the DermaWave No-Needle Mesotherapy System. "I like the combination effect of the No-Needle approach with a gel cocktail containing ingredients utilized in traditional needle mesotherapy, because it specifically works on problem areas that cannot be fixed externally," Mr. Bader noted.

According to Mr. Bader, a well designed and scientific approach to an oral supplement program has excellent potential since most patients can benefit from a home based daily supplement program that enhances the effects of a once weekly visit to the doctor's office.

CellaDermRx's program is based on a proprietary blend of ingredients that have been subjected to double blind, placebo controlled studies all over the world. "We analyzed what had been done and came up with a formula that performed well. Most of the factors that cause cellulite have been identified. Based on this new knowledge, we can select ingredients that address each deficit problem," Mr. Bader noted.

"The female body is an ever changing landscape influenced by the onset of menstruation, use of birth control pills and childbirth. Hormone levels and age factors also play a major role in the functioning of the skin's support systems with lower grades of cellulite appearing as early as age 25. Weight problems also contribute to the visual appearance of cellulite and repeated sun exposure certainly contributes to

how skin looks and feels," explained Mr. Bader.

Internal changes that produce cellulite occur in the deeper layers of skin — the dermis and hypodermis — which is the main reason why oral supplements working from the inside may assist in the restoration of the normal tissue function.

Mr. Bader stressed that the CellaDermRx program is not a miracle cure to eliminate cellulite overnight but a valuable adjunctive program that contributes to the overall success of any cellulite management strategy.

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For full information about CellaDermRx, please email: [info@vedalifesciences.com](mailto:info@vedalifesciences.com) or phone +1 (800) 788-5604.