

What they are saying

about **Micro-Current Technology**
in the
International Press



Maxine Warsh **FACIAL REJUVENATION**

REPRINTED from "New Zealand Fitness Magazine" — February/March 2004

Ask Auckland beauty therapist Kathryn O'Donnell to describe her daily work and she is soon reeling off complex anatomical terms and raving about what her treatments do for her clients' appearance

What Kathryn is talking about is micro-current non-surgical face lifts, an increasingly popular way for women (and men) to improve their facial appearance without going anywhere near a surgical knife.

The electrical impulse treatments have grown out of the more than 20 years use of micro-current therapy in medical and physiotherapy treatments to alleviate pain and treat problems such as Bell's palsy.

Now the mechanism has been refined for cosmetic use. Micro-current therapy used on the facial dermis produces more collagen, enhances blood circulation, lymph drainage and elimination of waste products that congest cells.

It's like having the most relaxing facial workout that leaves your deep skin tingling and glowing as the cotton tipped electrodes are swept around the delicate facial muscles.

Sometimes touted as "the Star Wars of modern facials", a sleek machine delivers gentle electrical impulses that tighten, tone and refine facial muscles to give an effective non-surgical face-lift. Kimberly Paterson investigates.

Kathryn is one of the most experienced micro-current operators in New Zealand. She began giving treatments in 1995 and ultimately became so convinced of the validity of the treatment that she opened her own clinic specialising in Finer Face micro-currents since 2001.

Kathryn's Birkenhead salon, Charisma Beauty Therapy, has a strong holistic philosophy. As well as training as a beauty therapist, Kathryn has studied naturopathy and aromatherapy and has spent a total of 17 years working in the health and beauty field in New Zealand and Australia.

Her clients are women and men who want to improve their appearance without using surgery, botox or other invasive treatments.

Treatment is simple - an hour flat on your back while Kathryn uses the two cotton-bud-tipped probes to give gentle electrical stimulation to all the muscles on your face. A recommended 12 treatments are needed for best results, with a follow-up maintenance regime of one treatment a month. All up it's just the snip of the cost of a surgical procedure.

Research has shown that micro-current therapy raises the level of adenosine triphosphate (ATP) and amino acids in cells, both of which accelerate cellular repair. It also transports bio-intrinsic products into the cell for healthier cell reproduction.

It helps re-establish muscle memory, naturally lifting sagging skin and softening wrinkles while improving skin elasticity.

Kathryn says her work with long terms clients has shown micro-current:

- Improves muscle tone in the face and neck
- Lifts jowls and eyebrows and rejuvenates the skin
- Softens deep lines around the eyes and mouth
- Eliminates fine lines from the face
- Normalises skin colour and reduces puffiness
- Improves facial circulation - including helping darkness around the eyes
- Exfoliates the skin's surface and removes dry skin

To understand how it works is realising humans are, in effect, electrical beings and using a gentle electrical current stimulates cell action.

"As we age, our facial muscles lose their tone, dragging the skin down and creating wrinkles and sagging. The skin also



loses its lustre and collagen and elastin production decreases.”

“Micro-current therapy has been scientifically proven to increase levels of ATP, increase collagen production and promote ion transfer through cell membranes, all of which improve appearance. With its toning effect, it helps in a way treatments like botox can’t.”

Kathryn notes that Lord of the Ring actress Liv Tyler is a big fan of micro-current therapy. “Liv’s just 23, but when younger women start the treatment it really delays the onset of facial aging.” Kathryn, in her 40s, has been using the therapy for the past nine years and is a living testament to her own product’s effectiveness.

One of the first clients Kathryn saw significant results with, was a dedicated ex-bodybuilder and gym-goer whose youthful body was belied by an aging face. “We got just brilliant results using micro-current therapy,” says Kathryn.

Ninety-five per cent of clients are women — many repairing years of damage done by sun exposure, smoking and excessive alcohol consumption; others wanting to look especially sensational on their wedding day; older women who want to stay looking as young as they feel. Kathryn’s youngest client was aged 31; her oldest 81.

Dermatologist David Goldberg, clinical professor at the Department of Dermatology at the Mt. Sinai School of Medicine in New York, reported earlier this year that micro-current therapy is effective, safe and offers a way to tighten the skin without using surgery.

For Kathryn, offering men and women micro-current therapy is even simpler. She sees it as her life’s work.

“This has always been my dream,” she says, “to have my own beauty therapy clinic and offer something that really makes a difference.”

And the result of micro-current? Several sessions left my skin glowing, my facial muscles feeling firmer and lifted. My cheeks felt firmer and as though they had been raised, as did my eyebrows. The effect is subtle but exciting.

Contra-indications for micro-current therapy include: cardiac pacemakers, epilepsy, metal implants, skin irritation, pregnancy, and cancerous lesions.



Conditions that age the skin

- Poor diet too little protein, fat free diet
- Excessive sun exposure
- Sugar consumption
- Stress
- Illness
- Too much or too little exercise
- Heredity factors
- Smoking
- Alcohol consumption
- Dehydration
- Repeated weight loss and gain
- Drugs/pharmaceuticals
- Poor wastes elimination

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