

maximise your results



The Max7

The Max7 offers the latest in photofacial LED technology. **Lise Petersen** spoke with inventor and manufacturer **Jennifer Brodeur** and **Dr Charles Casebeer**, president of **Choices Anti-aging Centers**, both based in Montreal, Canada, about the device.

Light therapy has been used in Europe for over 30 years and has been the subject of over 2500 scientific papers published worldwide,' says Jennifer Brodeur, the inventor and manufacturer of the Max7. 'Light emitting diode (LED) technology was originally developed in the 1980s by NASA to improve wound healing and tissue growth in space. My light research and interest began when I was teaching skin analysis and biology. The more I learned about light the more I became fascinated, and convinced that light would be the solution to many skin conditions and problems.

'I developed a concept of seven wavelengths, feeling strongly that each wavelength from the visible spectrum would have an overall benefit on the skin's health in a non-invasive way.'

The Max7 utilises the seven colours within the visible spectrum 420nm (violet) to 700nm (red) to promote balance and overall wellbeing of the cell. 'It is a natural photo-biochemical reaction that triggers the body to convert light energy into cell energy,' says Brodeur. 'It stimulates the cytochromes, prompting the skin's fibroblasts to produce collagen and elastin proteins. Each specific wavelength will produce a different effect.'

According to Dr Charles Casebeer, president of Choices Anti-aging Centers, the Max7 Light Emitting Diode unit is a software-driven LED unit that is designed to aid in skin rejuvenation, specifically cellular rejuvenation and collagen formation through the direct stimulation of DNA. 'It is generally agreed now in the industry that light emitting

diodes of specific frequencies in the visible light spectrum have the ability to directly stimulate the photoreceptors,' he says. 'In this regard this is truly an anti-ageing device.'

He says one of the more unique features of the unit is that it is driven by software programs, seven of which are

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preset by the factory, but others are available on a custom basis. 'In addition, it is a polychromatic unit featuring all of the major colours of the light spectrum and is also unique in this regard,' he explains. 'The unit works by stimulating DNA through variations in the length of time of the program to which the skin is exposed to the LEDs, the amount of time in any program it is exposed to any chosen light, and varying the LEDs both in terms of duration and sequence to provide different options for stimulation of the DNA.'

Treatment is delivered under an oscillating arm. Dr Casebeer says the oscillating arm has the theoretic disadvantage of being slower than one large panel of lights but is the only feasible way to allow exposure to all of the colours of the visible light spectrum over varying periods of time in one unit and without changing panels. 'In fact we have found that patients like the time under the Max7 unit and that this is a positive feature. Typical treatment times

are 15 to 25 minutes depending on the program chosen.'

The Max7 is safe and effective for all skin types, skin conditions, ethnic types and age groups, and is also a user-friendly device for practitioners, says Brodeur.

Dr Casebeer agrees: 'The unit is very easy to use. The computer screen is very legible and logical, and can be used from either side of the instrument. The oscillating arm features the ability to start and restart from a given point by user command. It is mounted on a rugged stand with large wheels that make it possible to easily move it from room to room or for that matter from place to place, including by vehicle. The polychromatic ability, while useful in its current configuration, offers a host of possibilities for other combinations of light for varying skin conditions and possibly at some time even skin disease such as acne.'

Brodeur explains that this ability is one of the Max7's major benefits. 'The Max7 is the only unit available at this time working with seven specific wavelengths in polychromatic treatments,' she explains. 'All of the seven specific wavelengths of the Max7 are absorbed by the skin and work at the physical cellular level.'

'We have found that when combined with heat generating treatments, particularly AFT, the effect of both light therapies is markedly enhanced with a much quicker result,' Dr Casebeer says. 'There is no downtime for patients. Plus there are no known or theoretic side effects, risks or complications. There is no healing in the usual sense but the changes that take the place within the cells start at the time of the first treatment and go for many months; probably six months and possibly even longer.'

Brodeur confirms that the Max7 treatments have no undesirable side effects. She says LEDs do not deliver enough concentrated energy to damage tissue, but they do deliver enough energy to stimulate a response from the body to heal itself. She adds the treatments are gentle, painless, safe, non-invasive and non-abrasive, and no infrared or ultra-violet light is used.

'Because ageing is an ongoing process there will be diminution of effect after a period of time that will vary from client to client,' Dr Casebeer concludes.

'This varies with each individual but generally it is felt that the treatments should be done approximately twice a year in order to maintain the effect.' **acsm**

Benefits of the Max7 include:

- Increased circulation
- Restoration of the skin's natural cellular activity
- Aids nutritional elements existing within the skin
- Better cellular use of oxygen existing in the skin
- Encourages a natural chemical reaction within the skin, uniting hydrogen and oxygen to create moisture
- Promotes collagen production leading to a more youthful skin
- The device can treat a broad range of problems. The best results are achieved when the device is used in a series of treatments because cumulative effects are the most effective.



BEFORE 1st treatment



AFTER 1st treatment



BEFORE 3rd treatment



AFTER 3rd treatment



BEFORE 8th treatment



AFTER 8th treatment