

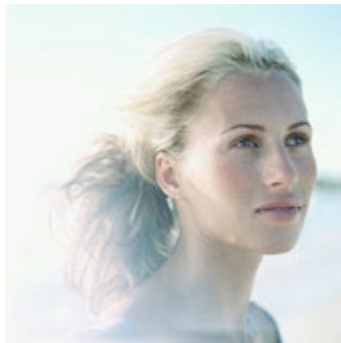


Date: 22 June 2005

Contact: Juliet Francis  
Juice PR  
Tel: 020 7586 9690  
Email: juliet@juicepr.co.uk

## **The seven deadly sins of the sun**

### **Pulsar IPL Photorejuvenation for sun-damaged skin**



They say prevention is better than cure when it comes to the sun's harmful effects and many will have already heard the message from leading experts with tips and advice on how to minimise UV exposure. However, there are few of us whose skin has not already been corrupted of its innocence and vitality and up until recently this was an irreversible condition. To reverse the damage is to reverse ageing skin so how can we uncover the sun's seven deadly sins that make up the signs of ageing?

Non-invasive professional treatments have become more popular in the last few years with celebrities using solutions such as Pulsar IPL's photorejuvenation therapy. A lunch-time quick fix which can take 5 sessions to look 10 year's younger.

Pulsar beauty therapists have discovered a common pattern through the seven tell-tale signs to reveal how far down the ageing process your skin has become. These include:

#### **20s – 30s**

- 1. Dry and tighter skin** – caused by the decrease in collagen and Elastin (where skin requires more moisture and protection)

More.....

**Seven deadly sins of the sun**  
**Page 2...**

**2. Discolouration** – skin becomes lifeless and dull as a result of decrease in hydration

**30s – 40s**

**3. Fine lines and wrinkles** – plus all of the above with deeper furrows running from the nose to the mouth

**4. Sun or Age Spots** – hyper pigmentation caused by UV overexposure

**5. Broken veins** – these may start to show up as tiny red spots initially

**35s – 50s**

**6. Under eye puffiness** – Common to find that they take longer to subside after you wake.

**7. Rosacea** – visible blood vessels or a reddening of the face. Although Rosacea is a condition that can happen at any age it is more likely to become worse with age and particularly with sun exposure.

The photorejuvenation treatment by Pulsar IPL can help with all of these skin problems safely and effectively. It works by sending controlled pulses of light directly into the upper layers of the skin which is then absorbed by the body's own natural chemicals – melanin and haemoglobin in the red blood cells. These convert the light into heat which is used to destroy only the damaged areas of the skin. So if you have a combination of all the above signs, Pulsar IPL will work on all conditions simultaneously, which in turn will make your skin look younger with visible results after one or two sessions. Pulsar IPL salons are nationwide so to book a consultation call: 0114 2356585.

**-Ends-**

**For more information and images please contact Juliet Francis at  
Juice PR**