

# **Clean Technology**

## **The Micro Sonic Revolution**

*By David Suzuki*

Let's face it, we are a culture of technology. From the latest in electric powered vehicles to the mobile office that now resides on my wrist disguised as a watch, we love our gadgetry and the technology available in our world today is nothing short of amazing.

While our objectives in life are not so different than they were 100 years ago, the way that we are able to achieve them could not be further apart. We can travel from one side of the world to the other in ten hours by air, and see a friend or business partner face to face instantly by way of Skype or FaceTime.

As skin therapists, we have experienced our own evolution of technology that began with the enormous 6 in 1 machines that have now been replaced by small, compact hand held micro technology that exfoliates, performs desencrustation, extractions, and product penetration. Or how about the rickety, unstable mag lamps that have now been replaced by LED magnification head sets. These new innovations meet the same objectives in a very new, forward thinking, quick, and effective way to achieve our professional goals of creating beautiful skin.

### **Technology=Protocols=Loyalty**

As the multi-billion dollar personal care industry is in full blossom, its synergy with technology is no different than any other sector of our culture in that it is thriving. And for good reason, as experts believe that products that are combined with technology are more likely to be used as designed and instructed by the manufacturer, consistently, and for a longer period of time. If we need to purchase a new power cord for our mobile phone, we purchase it from the manufacturer. If we need to put oil in our car, we use what has been instructed in the owners manual. If we need a pair of shoes for running, we go to the running section of the Nike store. In short, as a whole we are a culture that follows directions. When a unique idea or technology is added to the mix of home skin care, the adherence to directions and protocols is magnified beyond belief. This consumer reaction is not only good for business, it is great for business! What I mean by this is that one of the biggest challenges that we have as skin therapists is encouraging our clients to stay diligent with their at home skin care regime, and to stay loyal to the brand we are recommending. Adding an at home technology to the mix of skin care recommendations adds enough intrigue, uniqueness, and excitement to the process to keep them on track consistently. The result is beautiful skin, a happy client, great word of mouth advertisement, and extraordinary retail sales.

## **The Cleansing Brush**

Machine driven cleansing brushes for the skin care professional are nothing new. As a matter of fact, they were amongst the first tools available to us and commonly incorporated in our 6 in 1 machines. While they were interesting, they were never very commonly used. Most were spinning brushes that aggressively twisted and tugged at the skin. They were uncomfortable and awkward to use, and destroy the elasticity in the skin which is completely counter intuitive to our objective. While this kind of brush works well to shine shoes, it was never an appropriate tool for the skin. Ironically, many of the newest hand held cleaning brushes entering our personal care industry today use the exact same spinning technology. In addition to over stretching the skin and exasperating elastosis, there is also no safe or easy way to clean and disinfect the brush between clients.

Next came the intense vibration brushes available on the market that literally feel like a jackhammer on your skull. Although they do not twist and tug, they are so aggressive with large vibration that your head literally continues to shake after you shut the gadget down.

## **Micro Sonic Technology**

Micro sonic technology is an extremely rapid mini vibration, slightly under the level of ultrasonic. The micro sonic activity on the surface of the skin has been clinically tested to be up to six times more effective than cleansing with the hands alone. This in itself is a good reason that micro sonic technology can and should be used in the treatment room and sent home with every client.

In addition to the cleaning benefits, the exfoliation power of micro sonic technology combined with silicone brush technology can have an amazing smoothing effect on the visual appearance of the texture of the skin, as well as fine lines and wrinkles.

## **Silicone Surgical Brush Bristle Technology**

If you have ever witnessed an abrasion or wound cleaned in a medical environment prior to sutures or dressing, you likely saw the small silicone surgical brush used for this process. The wound is first flushed with saline solution and then scrubbed clean thoroughly with the small silicone surgical brush. The bristles are pliable while at the same time firm enough to remove any debris that may be lodged in the wound. This same technology is now available for the world of skin care and it works remarkably when combined with micro sonic technology. It also does an amazing job of exfoliating the skin simultaneously. Forward thinking manufacturers have designed specific exfoliation products to be used with the technology to enhance the the skin smoothing further. As we know, the stratum corneum creates a “netting” effect for all topical products applied. Thorough cleansing and exfoliation with micro sonic technology has been proven to substantially increase the absorption power of topically applied products giving key active ingredients that much more punch to achieve their objectives.

## **Silver Ion Technology**

The medicinal use of silver dates back to 4,000 BC where it was used for its mystical healing powers on the battlefield, as well as to keep the water supply and liquids fresh and pure. By the 1800's it was being ingested to treat internal infections, used in eye drops for ophthalmia neonatorum, in foil form to dress wounds, and in thread form used as sutures. By 1934 there were over 94 different medicinal uses for silver and silver by products, and for good reason. As it turns out silver has unique antimicrobial and antibacterial properties that kill as many as 650 disease organisms. Silver ions delivered to bacteria promote lysis, which is the process by which cells break down and ultimately die. Unlike antibiotics, silver does not discriminate and effectively kills germs of all major types.

Silver ion technology is now moving into other materials including adhesives, sealants, floor coverings, coatings, etc., for commercial buildings including hospital and food processing. Forward thinking manufactures have developed a new method to infuse silver ion technology into silicone products for surgical brushes and now for skin care brushes making them completely antimicrobial and antibacterial. This is an amazing break through that will have a very positive impact on the skin care industry, and our world as a whole.

## **Agile Compact and Efficient**

New facial cleansing brush designs are unique in shape allowing for every part of the face to be easily cleaned, while at the same time large enough to make the process expedient. Because silicone is an incredibly agile material, it is able to glide over the many surfaces of the face, neck and décolleté seamlessly.

Ultra efficient motor designs allow for maximum power and minimal energy usage, a very strategic combination. With such efficiency, battery powered devices will last a consumer well over a year before they will need to change the batteries. Because of this new clean technology, the tedious recharging process is eliminated as well as the need for the design to be bulky, awkward and heavy. New slim line designs of micro sonic cleansing brushes are nearly a third of the size of what we have seen in the past.

In every treatment room and every bathroom, micro sonic facial cleansing brushes make sense. They are small, fun, effective and unique. They allow us to make incredible positive gains in the appearance of our skin, while guiding us through our daily regimen consistently. Most importantly, they assist us in reaching our objective as a skin therapist; beautiful skin for everyone.

