

## **Regen Facial Stem Cell Stimulation**

We introduced 'Regen Facial Stem Cell Regeneration' into our practice during January 2009. It is also referred in the medical literature as 'Facial Stem Cell Stimulation', 'Autologous Platelet Rich Plasma Therapy', 'Autologous Cellular Regeneration' and even 'The Kylie Facial', owing to the fact that our famous singer has received this treatment in Spain and that it is possibly the secret to her new fresh look.

### **What is it? What's the procedure?**

First we numb your face. Next we take some blood from your arm in exactly the same way as when you have a simple blood test. Your collected blood is then immediately 'spun down' in our centrifuge to extract the precious straw coloured serum that contains your body's essential repair cells. These repair cells (called platelets and white blood cells) are concentrated and activated in special Regen test tubes that we obtain from Switzerland.

(The activation process essentially mimics the environment that your white blood cells and platelets would receive if they in near a broken bone or in cut tissue within your body. This activation causes the release of many powerful repair factors. These factors are the ones that are responsible for the normal healing of your broken bones, cuts and wounds. What has been found after years of stem cell research is that aging body tissues can be repaired and rejuvenated with the injection of these natural repair factors. We are tricking your body into regarding your wrinkles and face as something that needs repairing. This breakthrough medical process is not only helping faces - it is also used in the treatment of many medical problems and during major surgeries, such as transplants, burn treatments, ulcer healing, bone grafts and cardiac surgeries.)

Then your activated cell serum is then gently injected into your numbed skin using a microfine injection. Your natural repair factors are therefore delivered directly into areas of wrinkled, thinning, sagging, discoloured or damaged skin. The facial injection process takes 5 to 10 minutes and all areas of the face are usually covered. We can also treat anywhere on your skin, for example, scalp, neck, décolletage and back of the hands.

After your procedure you can leave straight away. You will have minor facial swelling for a few hours (it looks a bit like an allergic reaction to a skin cream) and maybe an occasional small bruise. This might sound drastic but remember although the procedure is simple, it is a powerful cosmetic treatment more like an injectable face lift, rather than a beauty treatment. But unlike a face lift there is no post procedural pain and you can return directly to your normal lifestyle. There are no major risks or side effects. The repairing factors are derived from your own body cells, so – you cannot be allergic to them, they are not foreign and of course cannot give you transmissible diseases. There is no danger of over stimulation. Nothing can be safer than by using your own activated repair cells to improve your face!

Studies reveal that patients notice that after a few weeks their facial skin begins to improve and this improvement continues to occur over the next 12 to 18 months. The procedure is designed to smooth facial wrinkles and develop a more healthy and youthful appearance to the skin. It stimulates skin cells and resting stem cells to produce collagen, elastin and retain water molecules. It's not cosmetic surgery but the effects can be quite amazing. How long the effects of one treatment will last is not known, though some researchers predict benefits to still be present for several years. At a recent seminar, Dr Powell stated "I have been blown away by the results that this procedure can achieve. It's amazing. It also represents a new direction in medicine. I am certain that in the future many illnesses will be cured by stimulating a patient's own repair cells. Possibly even the aging process itself could be slowed down by using this type of treatment process."

### **How much does it cost?**

We have always realized the huge potential of this treatment from the moment that we heard about it. Our faith is based upon the power of the many medical studies and on our personal knowledge of one of the first 'human guinea pigs' of this procedure, who had this procedure in Zurich in early 2008 (before it was approved for use in Australia in January 2009). So, in January as soon as Australian approval was granted we purchased a large number of activation tubes at a very good price. As at August 2009, all of our patients have noticed improvement but as it is a new procedure worldwide, we won't have any 'before and after' photos until January 2010. Indeed around the world, the earliest recipients of this treatment – eg Kylie have only had this procedure performed in early 2008.

Therefore we decided that we are going to only charge a very low \$1000 for treatments until our stock of activation tubes are depleted and we are forced to charge market prices. Around the world this procedure is currently around the \$5000 to \$8000 mark, depending upon how prestigious the performing centre is. Kylie, for example has been reported to have paid \$6203 for hers. We feel that when more cosmetic institutions here in Australia embrace this procedure the 'going price' will be somewhere from \$1800 to \$4000