

Photo Therapeutics Launch

Acne and Skin Rejuvenation Home-Use Devices

By Bob Kronemyer, Associate Editor

This year Photo Therapeutics Ltd. (Fazeley, Staffordshire, U.K.) will reach another milestone in the development of light therapy with the launch of their home-use, handheld light-emitting diode (LED) systems – Omnilux Clear-U for acne and Omnilux New-U for skin rejuvenation. Sue D'Arcy, CEO of Photo Therapeutics (PTL), sees this as "a pivotal point in the history of the company and its development of light-based technologies. We believe in producing light therapy devices that deliver optimized treatment parameters which have been rigorously tested and clinically proven, and our latest technological achievement is no different."

In 1988, working at the University of Manchester (Manchester, U.K.), the co-founder of Photo Therapeutics, Colin Whitehurst, Ph.D., built the first prototype of the Paterson PDT unit. Three years later Dr. Whitehurst and the research team at the Paterson Institute for Cancer Research (Manchester, U.K.), carried out many successful *in vitro* studies in the treatment of Basal Cell Carcinomas, Bowen's disease and actinic keratosis using 633 nm red light and 5-aminolaevulinic acid (5-ALA).

Ten years after Dr. Whitehurst's original work, the University of Manchester and Cancer Research U.K. (Lincoln's Inn Fields, London, U.K.) founded Photo Therapeutics, with its strategic goal being "to bring effective, inexpensive and clinically proven cancer treatment to the market." In 2001 the Omnilux LED system was developed. This unique light delivery system allowed clinicians to treat wide area lesions anywhere on the body.

Over the next five years, PTL, worked with eminent photobiologists and physicians to explore the boundaries of light-tissue interaction and develop a range of clinically proven light sources that were wavelength specific for the treatment of non-melanoma skin cancers and light only therapies for acne, wound healing and photorejuvenation.

"The ideal of using the correct wavelength, dose of light and intensity has always been paramount, resulting in



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maximized patient outcomes," stated Dr. Whitehurst. "The plethora of clinical papers featuring our products proves to those in the market for an LED device that there is no effective alternative, and that one should not consider unproven, low-powered devices, or those that claim mixed wavelengths as the way forward when the clinical evidence shows, quite clearly, that this is not the case."

Such a principle holds true for the latest development from the Photo Therapeutics laboratory. After nearly two years of development and research, Omnilux Clear-U and Omnilux New-U will launch in early 2008. These devices are light and portable and easily fit in the palm of the hand, yet deliver identical parameters to their parent technology, Omnilux Medical. Recent clinical studies have demonstrated high patient satisfaction and ease of use, with 70% of acne lesions clearing after four weeks of alternate blue and red light therapy. Over 70% of subjects reported visible changes in fine lines and wrinkles after four weeks of alternate red and near infrared light therapy.

Neil Sadick, M.D., clinical professor of dermatology at Weill Medical College of Cornell University (New York, New York, U.S.), sees at-home technologies in the future. Dr. Sadick has conducted trials of these new handheld devices and his findings will be published in the *Journal of Drugs in Dermatology* in April 2008. "These at-home treatments will increase the use of our in-office devices because patients utilizing home-use devices will want even better results which are available only at the doctor's office," he added.