



What Is Plasma Pen?



Plasma Pen is the beauty world's **#1, most advanced**, en-vogue & **non-invasive**, soft-surgery **skin lifting, skin tightening & rejuvenation device & treatment** used in a number of procedures to dramatically enhance looks without the need for costly & invasive surgery.

Our plasma device & sophisticated techniques – perfected across thousands upon thousands of treatments all over the world – help deliver a **brighter, more contoured & more youthful appearance** and results from our pioneering soft-surgery, sublimation treatment are virtually immediate & incredibly long-lasting (typically 3 years).

Plasma Pen '**fibroblasting**' is a highly versatile & **non-surgical procedure** that's stunningly effective in **wrinkle smoothing, eyelid tightening & eyelid hood reduction** (blepharoplasty) and it is able to treat, repair, **lift & rejuvenate any area of the skin** to spectacularly improve & brighten skin tone, laxity & texture, significantly tighten loose skin & **dramatically reduce, inflate & plump lines & wrinkles**.

Why Plasma Pen?



As we age, the dermal layer thins, **less collagen is produced, the elastin fibres which provide our elasticity wear out** & all these changes in the **scaffolding of the skin** cause it to **wrinkle & sag**.

In simple terms - our **skin loses laxity & texture as we grow older. It becomes loose, it sags & lines & wrinkles appear**. Think of it like the scaffolding of a building if it were to rust, weaken and become unable to bear load or maintain flexibility - it will eventually sag & collapse.

Plasma Pen & our pioneering blepharoplasty, sublimation & soft-surgery fibroblasting technique is designed to help **dramatically repair, reverse & mitigate all these effects** by using state-of-the-art technology, proven science & sophisticated technique, best practice training & aftercare.

What Plasma Pen Does In Simple Terms



- We offer the **#1 market leading, CE Certified & German manufactured** device that delivers **next-generation procedures**
 - Ultra-fine, **0.4mm** screw-in & adaptable **probes** for absolute **precision treatment**
 - Spectacular, **on-demand plasma delivery** with **fingertip intensity control**
 - **Rapid treatments, shorter downtimes, faster recovery & superior results**
 - **Plasma Pen converts electrical energy into an electrostatic energy** and this energy is intelligently transmitted to the probe by impulse. At about 1mm from the skin, oxygen & nitrogen are mixed & the electrostatic energy produces an arc of **plasma** which discharges onto the **epidermis**
 - This **forces immediate contraction of the skin tissue** & also **thermal disruption** within the **dermis** - especially to the “**fibroblasts**” (fibroblasting)
 - This stimulates **collagen production** for the next few months (along with the activation & release of other important proteins in the dermis)
- The **highly accurate & controlled trauma** we cause to the epidermis makes the skin dry superficially into **tiny carbon crusts** which fall off within a few days leaving **beautiful new & rejuvenated skin at the surface**

Deep Dive: How Our Device/Treatment Works



Our **pioneering handpiece** creates an electrical discharge between two electrodes separated by an 'insulating dielectric barrier'. A charge collects on the surface of the barrier & discharges a **flash of plasma** via our **0.4mm probe** within millionths of a second. Using our continuous direct energy source; we ionise nitrogen & oxygen in the air to create a plasma gas. This plasma gas is sustained by our devices **unique fingertip control which delivers on-demand plasma**.

In using Plasma Pen, we **contract the epidermis** by creating external micro-traumas and we encourage it to **generate fresh, beautiful new skin cells** at the surface which deliver incredible **skin tightening, lift and rejuvenation**. The plasma flash we create transfers to the skin with absolute **precision** and does not harm any surrounding tissue. This **thermal disruption** later causes excess skin to dry superficially into tiny crusts which fall off in the form of tiny flakes within days.

Simultaneously, our plasma flash penetrates to the **fibroblasts** contained within the dermis below and this stimulates accelerated division & migration of **collagen cells**. The dermis is composed of approximately 95% collagen and fibroblasts rarely undergo division unless stimulated by a wound healing process or inflammatory response and we do just that with Plasma Pen (which is why we call it **fibroblasting**).

Deep Dive: How Our Device/Treatment Works



By **targeting fibroblasts in the dermis**, we kickstart the process of **collagen production, alignment and cross linking** to **reduce lines and wrinkles** by **inflating, plumping and lifting your skin** from below and helping re-build & strengthen the scaffolding within your dermis to give it back its **elasticity & flexibility**.

Increased levels of **type 3 collagen** production occur for months after the micro-trauma we create which then synthesise into tougher **type 1 collagen**. The activation of the inflammatory response by Plasma Pen improves **viscoelasticity** and helps prevent negative behaviours such as stiffness and stress relaxation caused by **glycation**. Collagen structures are better able to accommodate load/overload and we help repair deformation to the elasticity of collagen molecules. All these **positive changes** we make to collagen mechanics with our Plasma Pen underpin **tissue stability**.

We also encourage **neovascularisation** (the formation of new blood vessels) and the release of **growth factors**. These growth factors include fibroblast growth factors, platelet-derived endothelial growth factors and **cytokines**. Cytokines are small proteins important in cell signalling which affect the behaviour of cells around them. They help modulate our immune response, cell aging & they quarterback the growth of new cells. They're particularly important in directing our bodies response to the inflammation that we cause with Plasma Pen by **stimulating cell repair & new cell production**.

Deep Dive: How Our Device/Treatment Works



The inflammatory response which occurs during the healing process also activates “**M2 Macrophages**”. Macrophages are white blood cells that engulf and digest cellular debris, foreign substances, microbes and anything else without proteins good for healthy cells. M2 macrophages decrease the inflammation we cause & **encourage tissue regeneration and repair**.

Plasma Pen also stimulates the migration of “**basal keratinocytes**” up to the surface of the skin. Wounds to the skin are repaired, in part, by the migration of keratinocytes from the basal layer of the skin and they fill-in the gaps created by the micro-wounds we create.

Ultimately, **Plasma Pen is the gift that keeps giving** because we achieve immediate results and those results then improve significantly over the coming months.

Effects last around 3 years although many results last for longer.

Plasma Pen vs Cosmetic Surgery



- The only treatment outside of Plastic Surgery which can be performed on the eyelids
- We perform many of the other sought-after treatments too – often with similar effects – just without invasive surgery
- No injectable anaesthetic required
- No scalpels, no cutting and no ablation of the skin
- No stitches and suturing required – and no scars
- Very low risk procedure with minimal side effects and very short downtimes – especially with our device
- Quick & easy procedure with rapid recovery - most patients able to return to work the same day
- No thinning of the skin and more uniform than ablative resurfacing using lasers
- No asymmetries and no risks of any overcorrection
- Enormous cost savings compared to comparable alternatives
- Long-lasting results - usually around 3 years

Plasma Pen by Louise Walsh International

Available Treatments

Plasma Pen Treatments: Upper Facial

PLASMA PEN TREATMENTS

UPPER FACIAL



NOTE: Procedures can be combined / blended & different Plasma Pen techniques, intensities & amounts of treatment used accordingly

Plasma Pen Treatments: Mid Facial

PLASMA PEN TREATMENTS

MID FACIAL

Horizontal Lines / Bunny Lines
& Rhinophyma

Cheek Lift, Skin Tension Lines,
Rosacea & Facial Rejuvenation

Tear Troughs

Nasolabial Folds

Ear Lobe Rejuvenation

Accordion Lines & Folds

NOTE: Procedures can be combined / blended & different Plasma Pen techniques, intensities & amounts of treatment used accordingly

Plasma Pen Treatments: Lower Facial

PLASMA PEN TREATMENTS

LOWER FACIAL

Oral Commissures /
Mouth Corners

Jowl / Jawline Tightening &
Augmentation

Philtral Crest, Vertical Lip
Lines/ Smokers Lines /
Perioral Lines / Periteneal Folds /
Lipstick Lines

Smile Lines / Parentheses &
Marionette Lines

Labiomental Crease,
Chin Lines & Chin Augmentation

NOTE: Procedures can be combined / blended & different Plasma Pen techniques, intensities & amounts of treatment used accordingly

Plasma Pen Treatments: Other

PLASMA PEN TREATMENTS

OTHER

- Stomachs & Stretchmarks
- Breastlifts
- Décolleté
- Legs & Knees
- Scars
- Loose Arm Skin / Sagging
- Skin Tags, Blemishes & Hemangiomas
- Thread Veins
- Much more

Wrinkled Hands

Non-Surgical Facelifts
(Full, Mid, Mini)

Overall Facial Resurfacing
& Rejuvenation

Necklift, Turkey Neck, Neck
Lines / Neck Cords / Banding

NOTE: Procedures can be combined / blended & different Plasma Pen techniques, intensities & amounts of treatment used accordingly

Plasma Pen by Louise Walsh International

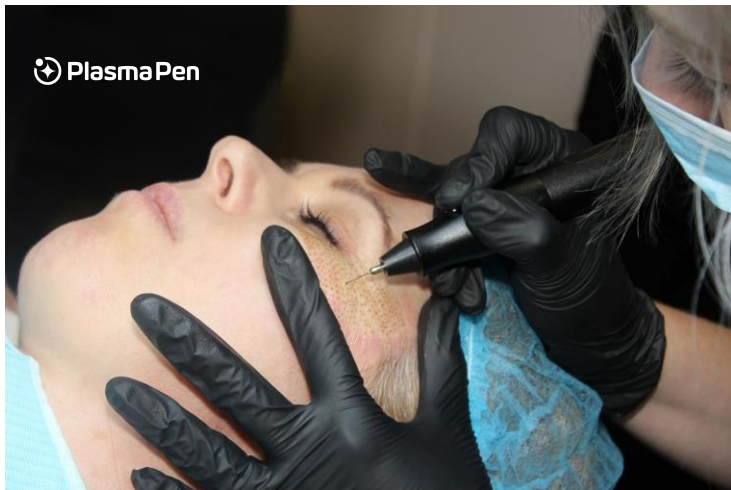
Before & Afters: Upper Facial

Infraorbital: Before Treatment



 PlasmaPen

Infraorbital: During Treatment



Infraorbital: After 7 Days



Infraorbital: 7 Day Comparison



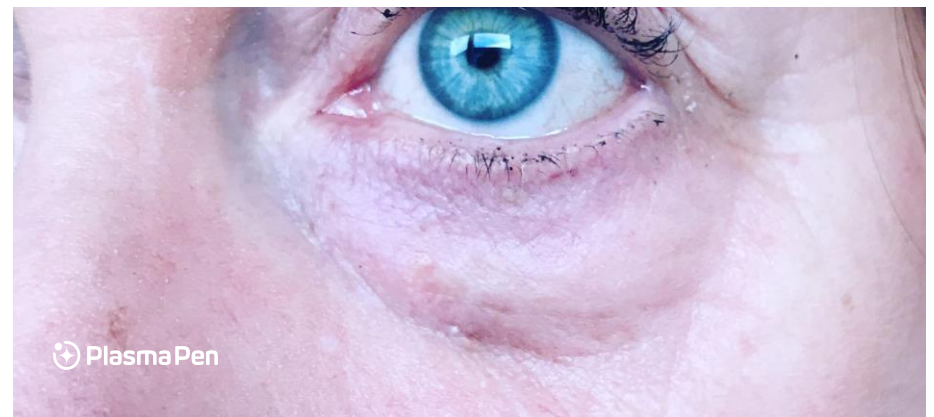
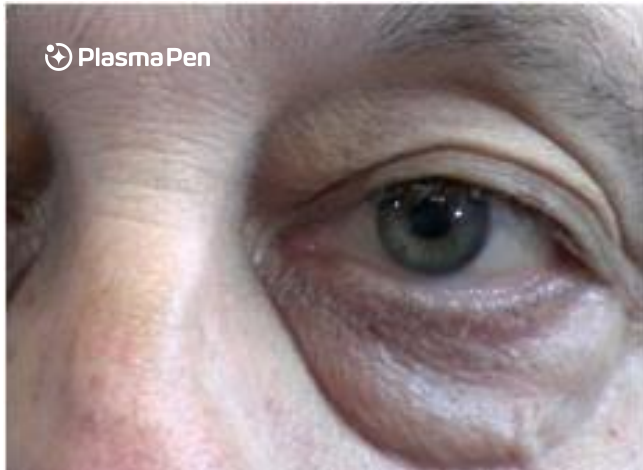
Non-Surgical Blepharoplasty



Non-Surgical Blepharoplasty



Non-Surgical Blepharoplasty



Non-Surgical Blepharoplasty



Periorbital & Infraorbital



Periorbital & Infraorbital



Crow's Feet



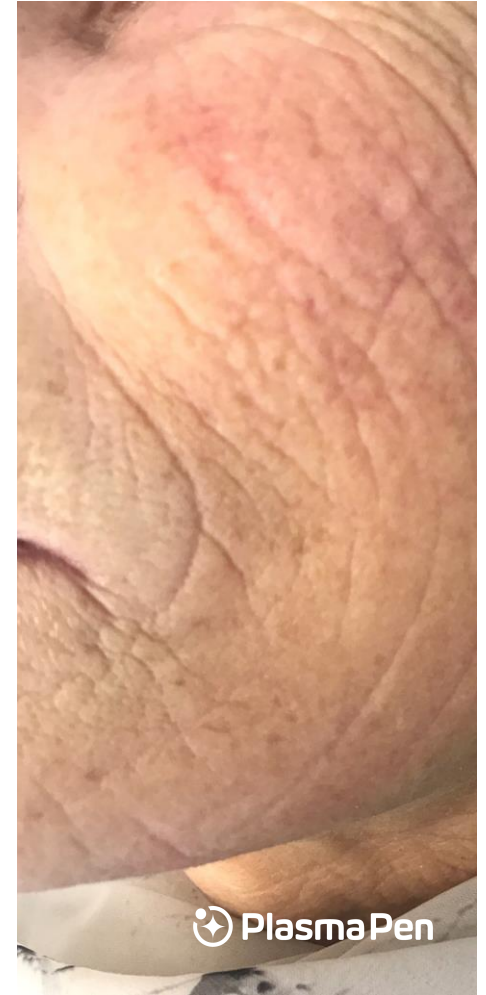
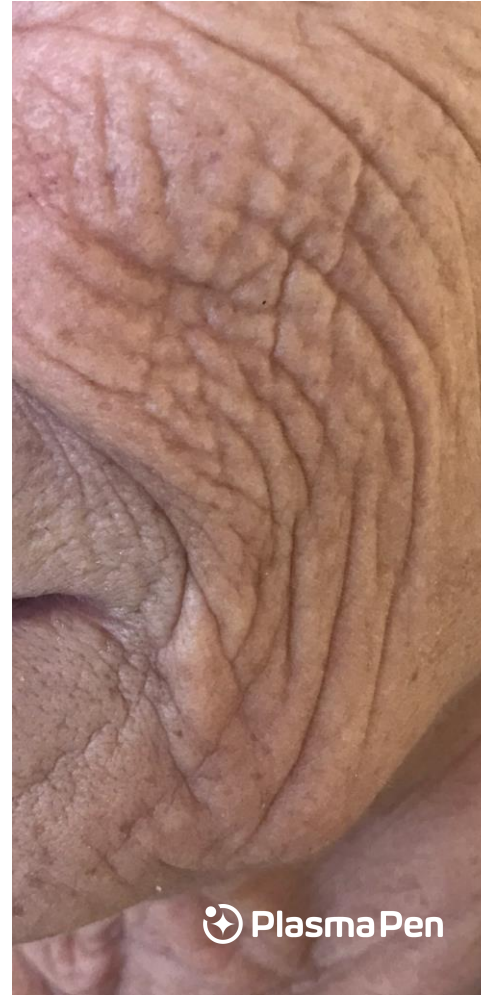
Forehead Lift



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Before & Afters: Mid Facial

Cheeks, Skin Tension Lines & Glycation



Nasolabial Folds & Skin Tension Lines



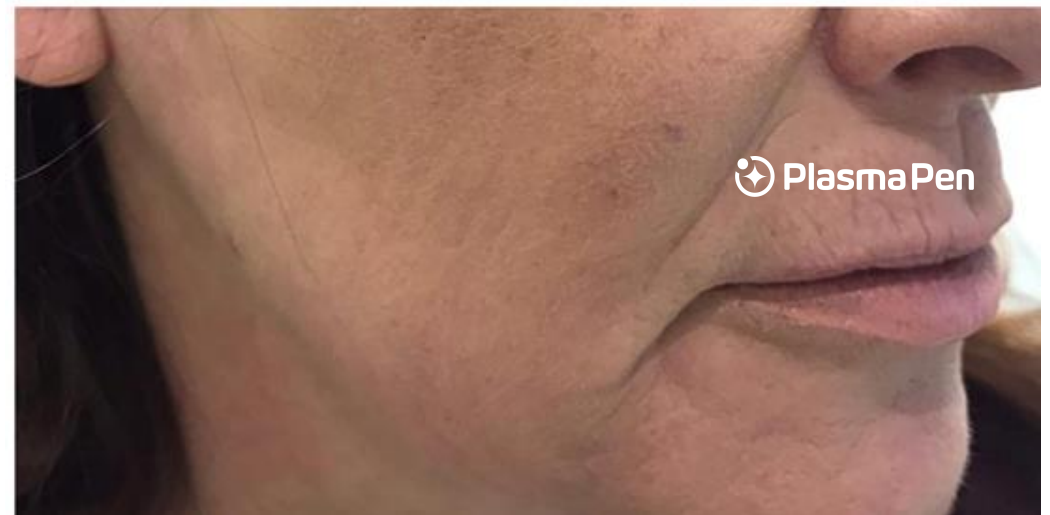
Glycation, Skin Tension & Accordion Lines



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Before & Afters: Lower Facial

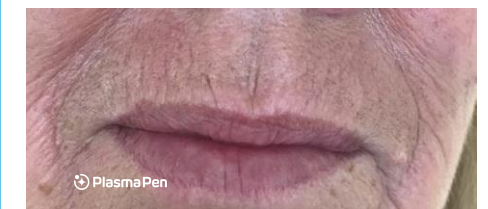
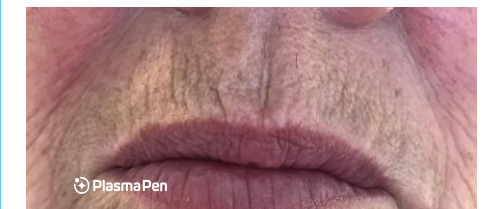
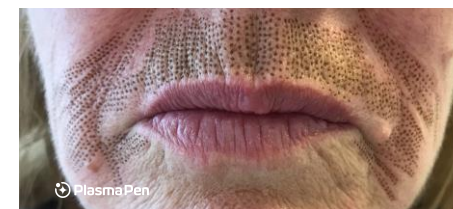
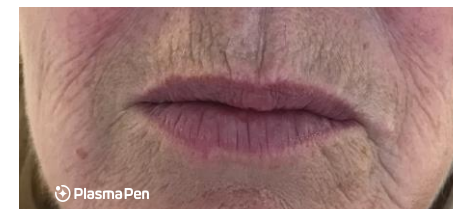
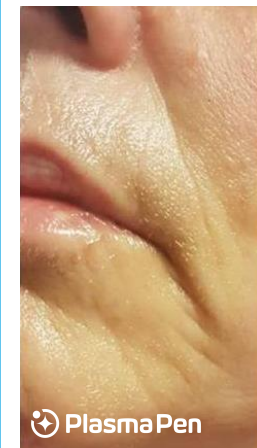
Jawline Augmentation & Parentheses



Marionette, Commissures, Lip Lines



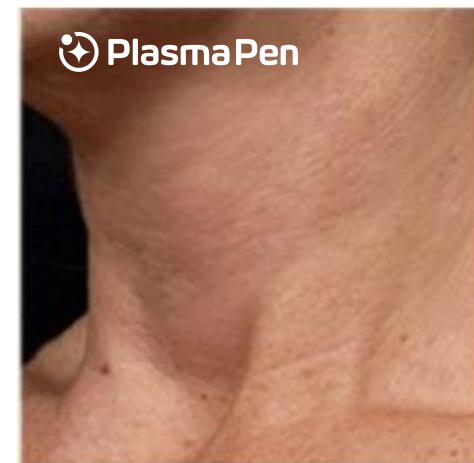
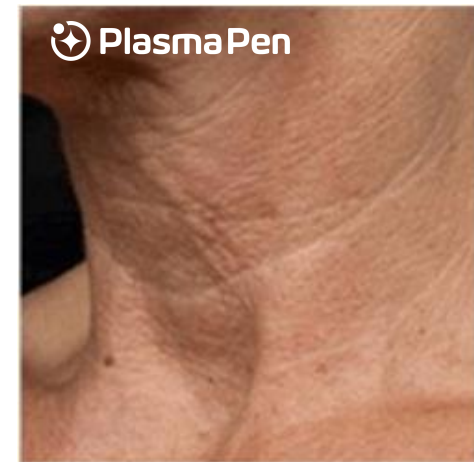
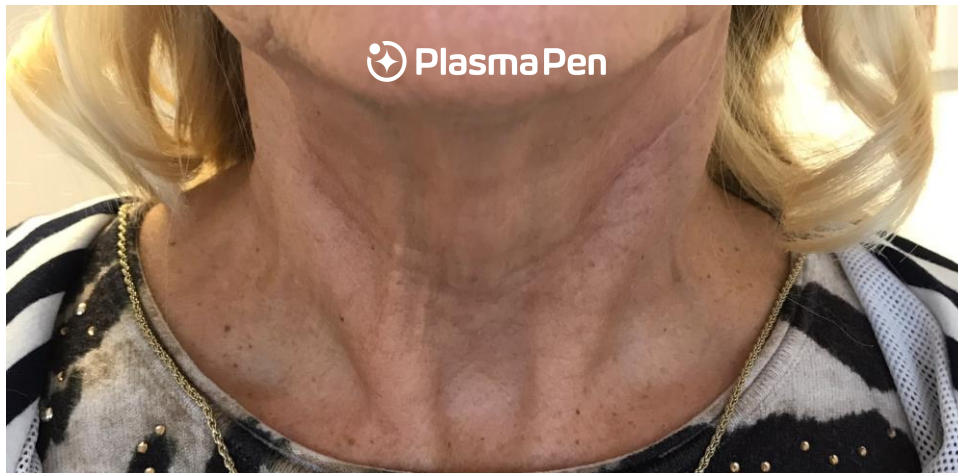
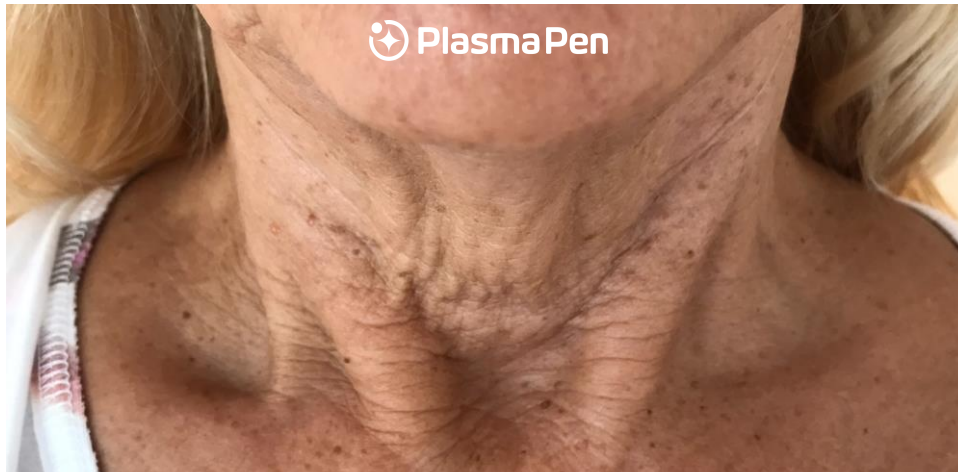
Marionette, Commissures, Lip Lines



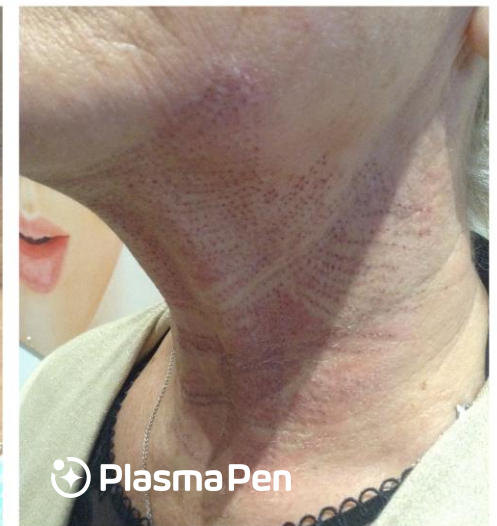
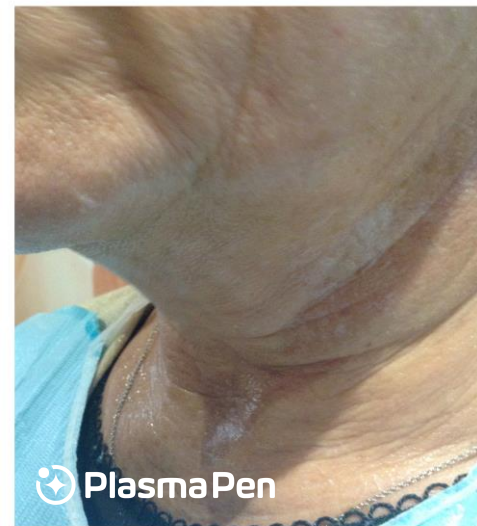
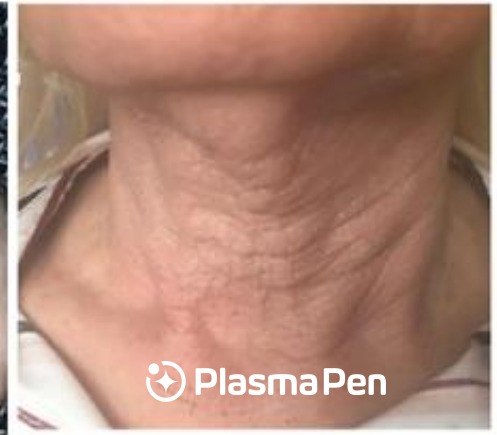
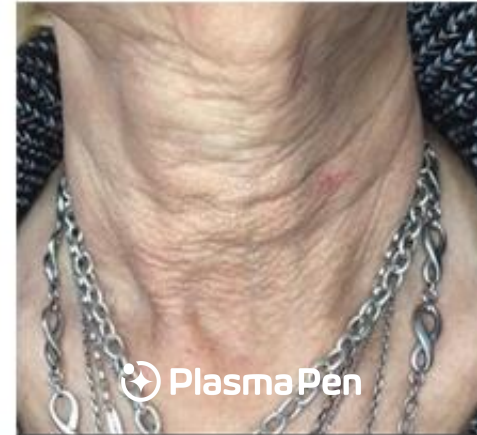
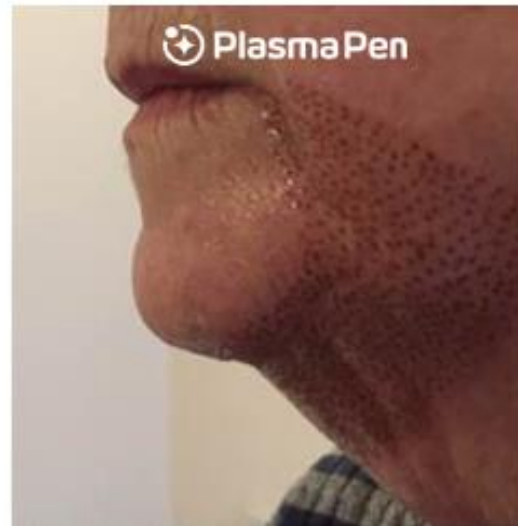
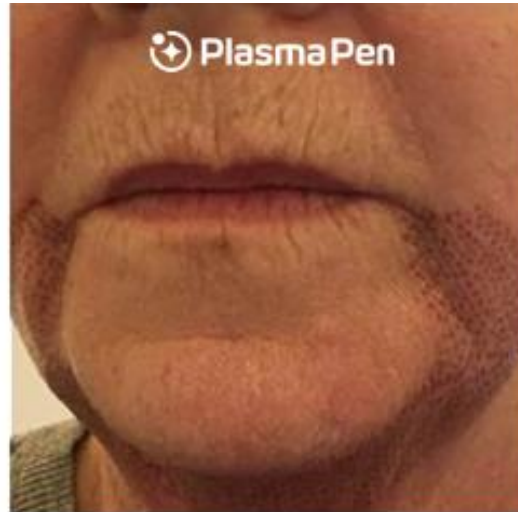
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Before & Afters: Other/Various

Neck Lifts, Turkey Neck, Lines, Cords & Banding



Neck Lifts, Turkey Neck, Lines, Cords & Banding



Various





Web: www.plasmapenuk.com