

Your look your

body



LHR
Laser Hair Removal
At The Bay

Veronica Denwick is a Registered Nurse and has over 20 years experience in the medical field and over 6 years experience with class 4 Medical Lasers



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At The Bay

Unwanted hair?

Please call **8295 7070** to book your complimentary consultation and test patch to assess your suitability for Laser Hair Removal

10 Moseley Street, Glenelg
lhratthebay@bigpond.com

Families are queuing for ice cream at the old Broadway Kiosk at Glenelg South. It's a hot day. Most people have walked straight off the beach. A small voice pipes up: "Mummy, you've got seaweed caught in your pants!" As one, the crowd turns towards a woman juggling several small children, eyes drawn towards her bottom half. It's not seaweed after all, but a luxurious sprouting of pubic hair escaping from the lycra.

An awkward moment is broken by laughter...

The fact is, excess body hair is confronting. Who can forget the vision of Julia Roberts on the red carpet, arm raised in greeting. We're not looking at her radiant smile – but at the dark growth in the armpit.

Men have been using sharp rocks and shells to scrape hair from their faces for at least 20,000 years. The ancient Greeks, Romans, Egyptians and Sumerians all believed all believed "smooth is civilised".

The first models to wear sleeveless evening gowns, as featured in a 1915 Harper's Bazaar magazine, were encouraged by designers to remove underarm hair simply because it didn't "go" with the outfit. As dress lengths reduced, many women chose to shave their legs to replicate the appearance of silk stockings.

By 1990, shaver manufacturers found that 90 per cent of women (and men) over the age of 13 removed hair from some area of their bodies. Back then there were fewer options: shaving, tweezing, epilation, friction, threading, sugaring, waxing, and electrolysis – none of them guaranteeing long-lasting hair removal.

When two American scientists coined the term "laser" – light amplification by stimulated emission of radiation – back in 1958, they were looking for a device to study molecular structures.

Twenty years later, doctors discovered the light beam could successfully treat ingrown eyelashes - but it's only been in recent years that the technology has been refined, and techniques perfected for permanent hair reduction.

In September this year, the Cosmetic Physicians Society of Australasia (CPSA) warned about a proliferation of "harmful equipment that removes hair, sunspots and wrinkles" being imported from countries such as China and Korea, for sale to the beauty industry in Australia.

Some operators were not aware that the use of such equipment, which had not been approved by the Therapeutic Goods Administration (TGA) was both illegal – and dangerous.

Laser Hair Removal at the Bay operator, Veronica Denwick, a registered nurse with six years experience using Medical Lasers, points out there's currently no legislation governing the use of lasers in South Australia.

Ms Denwick points out there's a difference between a Light Sheer Diode (LSD) laser, which is used to remove unwanted hair, and an intense pulsed light (IPS) device, used for other cosmetic procedures.

The Light Sheer Diode uses a method called "selective photothermolysis" to selectively destroy each hair follicle. The laser passes through the skin to specifically target the melanin (colour) in the hair follicle.

"Thermal damage to the surrounding skin is one of the greatest risks with Laser hair removal," Ms Denwick adds.

"And in the past it has been painful. But the Light Sheer Diode has a chilled tip which automatically cools the skin on contact, which protects it while the energy is directed into the pigmented hair follicle.

"There are many reasons for unwanted or excess hair. As well as aesthetic reasons, many people suffer from abnormal hormonal fluctuations, polycystic ovary syndrome and menopause, and have reactions to some medications."

While it's expected a Bill may be introduced in the next few years to control operators within South Australia, Ms Denwick says potential customers should look for private practitioners who've satisfied the requirements of legislation already enacted in Queensland, Western Australia and Tasmania.

All staff should have Laser Safety Officer Qualifications and offer full consultation and test patch services before treating customers.

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