PRESS RELEASE, November 2010

The Rise of Advanced Electrolysis:
Fast, Effective and Affordable Removal of Skin Blemishes

Many people suffer needlessly from warts, skin tags, moles, red veins, milia and other skin imperfections, unaware that these can be removed quickly and cost effectively by ‘Advanced Electrolysis’, also known as ‘Advanced Cosmetic Procedures’

In fear of incurring high private dermatology costs, pain and scarring, those suffering from unsightly blemishes and bumps often make do with cover-up cosmetics or skincare products that offer only limited results. Many people are unaware that for just a few seconds of mild discomfort - no anaesthetic required - a raft of unwanted bumps and blemishes can be immediately, safely and permanently removed – often with life-changing results.

Advanced Electrolysis works by sending a tiny current through the tip of an eyelash-sized probe onto the blemish. Red veins and skin tags will disappear immediately, whilst moles and warts, whose blood supply has been cut off, tend to fall off in time. Treatment times and costs vary, but clients are often pleasantly surprised at how quick and affordable the process can be. According to Eleanor in Glasgow “I had always had skin tags and warts and felt very self conscious about them. Following advanced electrolysis, apart from looking better, I have gained confidence in myself and what I can wear. I recently purchased a low backed strapless evening dress for a charity ball, something I would never have dreamt of doing before”.

Perhaps due to a long-standing association with hair removal, many people, including some doctors, are unaware of the diverse types of blemishes that can be addressed by Advanced Electrolysis. As you would expect, the treatment has come a long way since it was first introduced as a method of hair removal over 100 years ago. Today, highly advanced equipment, rigorous industry standards, specialist professional training and international knowledge-sharing have dramatically expanded the capabilities of electrolysis around the world.

BIAE (British Institute and Association of Electrolysis) is a not-for-profit organisation that was set up to ensure safe, reliable and professional Electrolysis and Advanced Electrolysis services for the British public. BIAE demands exceptionally high standards of its member practitioners, each of whom must pass rigorous practical and theoretical assessments. BIAE members must demonstrate an extremely high level of skill in using electrolysis before being allowed to practise advanced treatments. Members often work in close co-operation with medical practitioners (receiving referrals from doctors and specialists) and they know how to remove more types of skin blemishes than anyone else offering advanced electrolysis.

As with most beauty treatments, individual consultation is the key to understanding the possibilities and limitations of Advanced Electrolysis. Anyone embarking upon any electrolysis treatment in the UK is urged to use a BIAE registered practitioner.

For further information on the BIAE, including a list of registered members, please visit www.electrolysis.co.uk.

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NOTES TO EDITORS

Press Information

For further press information, photography, expert comment, or to arrange a free local treatment, please contact Jill Ferguson on 07792345965 or email jill@tigerfishconsultants.com

About BIAE

The Institute of Electrolysis (founded 1957) and the British Association of Electrolysists Ltd (founded 1956) joined together in 2004 in response to a growing demand from the public for a trusted voice on permanent hair removal. The newly formed non-profit organisation is now known as the British Institute & Association of Electrolysis (BIAE) and is dedicated to improving industry standards.

The BIAE is the only organisation to personally check the standard of members in order to safeguard members of the public from bad electrolysis treatment. We continue to put pressure on colleges to raise their standards of teaching, including offering lecturer training and free industry updates via our newsletter. We also liaise with electrolysis equipment manufacturers in order to keep our members up to date with the latest developments.

You can contact us at:

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About Advanced Electrolysis

Advanced Electrolysis is used for the removal of:

- **Dermatosis Papulosa Nigra**: Smooth dome shaped black and brown papules, extremely common on Asian and Black skins
- **Skin Tags**: Commonly found on the neck, underarm and groin area
- **Telangiectasia**: Also called broken veins, thread veins and red veins
- **Blood Spots**: Also called Campbell De Morgan spots or Cherry Angioma
- **Warts and Verrucae**
- **Age Spots**: Commonly found on the face and hands
- **Milia**: Small, hard, pearl-like spots often found around the eyes.
- **Sebaceous Hyperplasia**: Sebaceous glands which have become enlarged
- **Syringoma**: Benign bumps usually found around the eyes, deriving from the sweat glands
- **Seborrhoeic Warts**: Harmless growths which often appear later in life, a.k.a. Keratosis, Senile Keratosis or Sun-damaged Keratosis

![Before Advanced Electrolysis](image1)
![During Advanced Electrolysis](image2)
![After Advanced Electrolysis](image3)